



# STIC EIC 3600 Search Request Form

154783

Today's Date: 5-28-05 Class/Subclass 705/26 What date would you like to use to limit the search? Priority Date: 11/6/2000 Other: \_\_\_\_\_

Name MARK FADOK Format for Search Results (Circle One): PAPER DISK EMAIL  
AU 36 Examiner # 78738 Where have you searched so far?  
Room # KNX 5A21 Phone 26755 USP DWPI EPO JPO ACM IBM TDB  
Serial # 09/785,220 IEEE INSPEC SPI Other \_\_\_\_\_

Is this a "Fast & Focused" Search Request? (Circle One) YES NO  
A "Fast & Focused" Search is completed in 2-3 hours (maximum). The search must be on a very specific topic and meet certain criteria. The criteria are posted in EIC3600 and on the EIC3600 NPL Web Page at <http://ptoweb/patents/stic/stic-tc3600.htm>.

What is the topic, novelty, motivation, utility, or other specific details defining the desired focus of this search? Please include the concepts, synonyms, keywords, acronyms, definitions, strategies, and anything else that helps to describe the topic. Please attach a copy of the abstract, background, brief summary, pertinent claims and any citations of relevant art you have found.

CLAIMS 17, 18, 19.

I HAVE FOUND THE EXCHANGE OF GIFTS, AND I HAVE USING PREFERENCE DATA TO DETERMINE A PRODUCT TO BUY. BUT I DO NOT HAVE THE COMBINATION OF A GIFT (GIVER/RECEIVER) BEING ABLE TO REVIEW PAST SUCCESS OF GIFTS GIVEN TO A PERSON (ACCEPTED/REJECTED) OR EXCHANGED. THE GIFT GIVER IS ABLE TO USE THIS INFORMATION TO SELECT A GIFT THAT WOULD MORE LIKELY BE ACCEPTED BY THE RECIPIENT.

STIC Searcher \_\_\_\_\_ Phone \_\_\_\_\_  
Date picked up \_\_\_\_\_ Date Completed 5/27



IN THE CLAIMS:

Please CANCEL claims 4-9 and 11-16, without prejudice or disclaimer, as these claims were withdrawn from consideration.

Please CANCEL claims 1-3 and 10, without prejudice or disclaimer, and ADD claims 17-28 in accordance with the following:

1-16. (CANCELLED).

17. (NEW) A method for electronically mediating an online gift before a sender places an order for a recipient, the method comprising:

displaying order information related to the online gift received from the sender to the recipient, the order information being information on the online gift and a delivery of the online gift;

changing the order information when the recipient selects to change the order information; and

displaying the changed order information to the sender.

18 (NEW) The method according to claim 17, further comprising providing gift information on the online gift suitable for at least the recipient to the sender prior to receiving the order information from the sender, the gift information being served as a criterion for the sender to select the online gift.

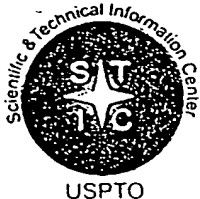
19. (NEW) The method according to claim 17, further comprising providing gift information on the online gift not suitable for at least the recipient to the sender prior to receiving the order information from the sender, the gift information being served as a criterion for the sender to select the online gift.

20. (NEW) The method according to claims 18, further comprising accumulating the order information and a changed order information,

wherein the gift information is generated on the accumulated order information or the changed order information.

21. (NEW) The method according to claims 19, further comprising accumulating the order information and a changed order information,

wherein the gift information is generated on the accumulated order information or the changed order information.



# STIC Search Results Feedback Form

## EIC 3600

Questions about the scope or the results of the search? Contact *the EIC searcher* or contact:

Karen Lehman, EIC 3600 Team Leader  
306-5783, PK5- Suite 804

## Voluntary Results Feedback Form

➤ I am an examiner in Workgroup:  Example: 3620 (optional)

➤ Relevant prior art **found**, search results used as follows:

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature  
(journal articles, conference proceedings, new product announcements etc.)

➤ Relevant prior art **not found**:

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Results were not useful in determining patentability or understanding the invention.

Comments:

Drop off or send completed forms to EIC3600 PK5 Suite 804





# ***STIC Search Report***

***EIC 3600***

**STIC Database Tracking Number: 154740**

**TO: Mark Fadok  
Location:  
Art Unit : 3624**

**Case Serial Number: 09785220**

**From: Bode Akintola  
Location: EIC 3600  
KNX 4 B 59  
Phone: 571-272-3514**

**Olabode.akintola@uspto.gov**

## **Search Notes**

Examiner Mark,

Please find attached the results of your search request.

If you need a refocus, let me know.

Thanks,

Bode

## Freeform Search

<b>Database:</b>	US Pre-Grant Publication Full-Text Database
	US Patents Full-Text Database
	US OCR Full-Text Database
	EPO Abstracts Database
	JPO Abstracts Database
	Derwent World Patents Index
	IBM Technical Disclosure Bulletins

<b>Term:</b>	L6 and (accep\$3 or declin\$3 or rejec\$3 or retur\$3) and @ad<20001019
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<b>Display:</b>	<input type="text" value="10"/> Documents in <b>Display Format:</b> <input type="text" value="-"/> Starting with Number <input type="text" value="1"/>
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**Generate:** ☐ Hit List ☒ Hit Count ☐ Side by Side ☐ Image

Search

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### Search History

**DATE:** Friday, May 27, 2005    [Printable Copy](#)    [Create Case](#)

<u>Set</u> <u>Name</u>	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
side by side			
	DB=PGPB,USPT; PLUR=YES; OP=ADJ		
<u>L8</u>	L6 and (accep\$3 or declin\$3 or rejec\$3 or retur\$3) and @ad<20001019	52	<u>L8</u>
<u>L7</u>	L6 and (accep\$3 or declin\$3 or rejec\$3 or retur\$3)	65	<u>L7</u>
<u>L6</u>	(15 or 13)	71	<u>L6</u>
	(4166945   6286002   4720785   5754981   5208445   6317761   5758328   5926798   6119101   5243174   4916441   5250789   5160171   5192854   5383111   4554446   5898594   5047614   6167383   5083638   5774874   3445633   5761648   5877759   6381597   5717923   6356898   4866661   3804007   3622995   4809837   6484165   5202010   6295530   4815741   6125353   6397226   5329589   5113496   5951642)! [PN]		
<u>L5</u>		40	<u>L5</u>
<u>L4</u>	('20020095298'   '5774874'   '6873967'   '5754981'   '20020032605'   '20020116257') [PN]	6	<u>L4</u>
<u>L3</u>	('20020095298'   '5774874'   '6873967'   '5754981'   '20020032605'   '20020116257') [URPN]	31	<u>L3</u>
<u>L2</u>	20020032605.PN. OR 20020095298.PN. or 5754981.pn. or 5774874.pn. or 6873967.pn. or 20020116257.pn.	6	<u>L2</u>
<u>L1</u>	20020032605.PN. OR 20020095298.PN.	2	<u>L1</u>

## Freeform Search

<b>Database:</b>	US Pre-Grant Publication Full-Text Database US Patents Full-Text Database US OCR Full-Text Database EPO Abstracts Database JPO Abstracts Database Derwent World Patents Index IBM Technical Disclosure Bulletins
<b>Term:</b>	(((accep\$3) or (rejec\$3)) same gift) and @ad<20001019
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<b>Generate:</b> <input type="radio"/> Hit List <input checked="" type="radio"/> Hit Count <input type="radio"/> Side by Side <input type="radio"/> Image	

Search

Clear

Interrupt

### Search History

KJIC

 DATE: Friday, May 27, 2005    [Printable Copy](#)    [Create Case](#)

Set Name	Query	Hit Count	Set Name result set
	DB=USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ		
<u>L25</u>	l22 and (exchange or return or reject) and ((notify or inform or preference or selection or report) same (sender or buyer or giver))	1	<u>L25</u>
<u>L24</u>	(((accep\$3) or (rejec\$3)) same gift) and @ad<20001019	23	<u>L24</u>
<u>L23</u>	L22and (exchange or return or reject) and ((notify or inform or preference or selection or report) same (sender or buyer or giver))	0	<u>L23</u>
<u>L22</u>	gift and @ad<20001019	3409	<u>L22</u>
<u>L21</u>	l20 or l19 or l18 or l15 or l13	0	<u>L21</u>
	DB=PGPB,USPT; PLUR=YES; OP=ADJ		
<u>L20</u>	L19 not l18	55	<u>L20</u>
<u>L19</u>	(((accept) or (reject)) same gift) and @ad<20001019	73	<u>L19</u>
<u>L18</u>	(((accepted) or (rejected)) same gift) and @ad<20001019	39	<u>L18</u>
<u>L17</u>	(((accepted) or (rejected)) same gift) and l14	39	<u>L17</u>
<u>L16</u>	((accepted) or (rejected)) and l14	946	<u>L16</u>
<u>L15</u>	L14 and (exchange or return or reject) and ((notify or inform or preference or selection or report) same (sender or buyer or giver))	81	<u>L15</u>


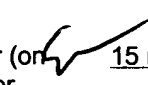
<u>L14</u>	gift and @ad<20001019	8140	<u>L14</u>
<u>L13</u>	(gift exchange) and @ad<20001019	<del>18</del>	<u>L13</u>
<u>L12</u>	(gift same exchange) and @ad<20001019	160	<u>L12</u>
<u>L11</u>	(gift same exachange) and @ad<20001019	0	<u>L11</u>
<u>L10</u>	(gift near3 exachange) and @ad<20001019	0	<u>L10</u>
<u>L9</u>	(gift exachange) and @ad<20001019	0	<u>L9</u>
<u>L8</u>	L7 and @ad<20001019	1	<u>L8</u>
<u>L7</u>	(gift accepted) or (gift rejected)	7	<u>L7</u>
<u>L6</u>	l5 and @ad<20000101	<del>82</del>	<u>L6</u>
<u>L5</u>	705/26.ccls. and gift	395	<u>L5</u>
<u>L4</u>	doad.in. and gift	0	<u>L4</u>
<u>L3</u>	do\$2.in. and gift	105	<u>L3</u>
<u>L2</u>	20020049811.pn.	1	<u>L2</u>
<u>L1</u>	20020032605.pn.	1	<u>L1</u>

END OF SEARCH HISTORY

## Recent Searches

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6. (gift w/10 (accept or accepted or rejected or reject) and (online or on-line or (on  w/1 line) or www or web or internet) ) AND PDN(<10/19/2000) **77 results** [Add to Search](#)  
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*Database* : Multiple databases...  
*Look for terms in* : Citation and abstract  
*Publication type* : All publication types
5. (gift w/10 (accept or accepted or rejected or reject) and (online or on-line or (on  w/1 line) or www or web or internet) and (report or preference or selection or exchange or return) ) AND PDN(<10/19/2000) **15 results** [Add to Search](#)  
[Set up Alert](#)  
*Database* : Multiple databases...  
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*Look for terms in* : Citation and abstract  
*Publication type* : All publication types
3. (gift w/3 (accept or accepted or rejected or reject) and (report or preference or selection or exchange or return) ) AND PDN(<10/19/2000) **755 results** [Add to Search](#)  
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*Look for terms in* : Citation and abstract  
*Publication type* : All publication types
2. (gift w/3 (accept or accepted or rejected or reject)) AND PDN(<10/19/2000) **4533 results** [Add to Search](#)  
[Set up Alert](#)  
*Database* : Multiple databases...  
*Look for terms in* : Citation and abstract  
*Publication type* : All publication types
1. (gift w/10 (accept or accepted or rejected or reject)) AND PDN(<10/19/2000) **6233 results** [Add to Search](#)  
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*Database* : Multiple databases...  
*Look for terms in* : Citation and abstract  
*Publication type* : All publication types

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Set	Items	Description
S1	418226	GIFT? ? OR EGIFT? ? OR (BIRTHDAY OR ANNIVERSARY OR WEDDING OR MARRIAGE OR CHRISTMAS OR XMAS) (1N) PRESENT? ?
S2	511817	RECIPIENT? OR RECEIVER? OR CELEBRANT? ?
S3	14107412	SENDER? OR PERSON? ? OR MEMBER? OR SOMEONE OR CUSTOMER? OR ANYONE OR PEOPLE OR USER
S4	7620309	ACCEPT? OR REJECT? OR PREFER? OR SUCCESS?
S5	6889485	SELECT? OR CHOOS? OR CHOSE? OR CHOICE? OR PICK?
S6	11695823	HISTOR? OR PAST OR PREVIOUS? OR FUTURE OR PROFIL?
S7	15582	S2(7N)S6
S8	731839	S3(7N)S5
S9	178	S7(S)S1
S10	47	S9 AND S8
S11	5775	S8(S)S1
S12	29	S11 AND S7
S13	52	S10 OR S12
S14	8932	S1(5N)S4
S15	1558	S14(15N) (S2 OR S3)
S16	78	S15(20N)S6
S17	175	S15(15N)S5
S18	298	S13 OR S16 OR S17
S19	165	S18 NOT PY>2000
S20	159	S19 NOT PD=20001106:20031106
S21	104	RD (unique items)
File	9:Business & Industry(R)	Jul/1994-2005/May 26 (c) 2005 The Gale Group
File	15:ABI/Inform(R)	1971-2005/May 26 (c) 2005 ProQuest Info&Learning
File	16:Gale Group PROMT(R)	1990-2005/May 26 (c) 2005 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2005/May 27 (c)2005 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group
File	275:Gale Group Computer DB(TM)	1983-2005/May 27 (c) 2005 The Gale Group
File	621:Gale Group New Prod. Annou. (R)	1985-2005/May 27 (c) 2005 The Gale Group
File	636:Gale Group Newsletter DB(TM)	1987-2005/May 27 (c) 2005 The Gale Group

21/7/4 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02071431 60022363

**Present perfect**

Steinauer, Joan M

Incentive vl74n9 PP: 65-67 Sep 2000 ISSN: 1042-5195 JRNL CODE: IMK

DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext

LENGTH: 3 Pages WORD COUNT: 1024

**ABSTRACT:** For those planners who find themselves at a loss for employee gift ideas for the upcoming holidays, gift service companies can provide award fulfillment, customization and distribution, all under one roof. Most gift service companies, which range from the traditional brick-and-mortar establishments like Macy's to the newest kids on the block like corporategifts.com, offer a variety of service for those who need advice on employee gifts, especially during the holidays. A big benefit of a gift service company is its time-saving quality, according to many experts. Planners who need fast accessibility to gift ideas, as well as fulfillment, customization and distribution can call on both traditional and Web-based companies for their options. Whether it is a fruit basket, a fountain pen, a crystal vase, or a gift certificate that is redeemable online, the selection of holiday gifts is endless.

**TEXT:** Buying holiday gifts for your employees gets easier when you enlist the help of a gift service company

One-stop shopping. That's the underlying strategy for such successful, warehouse-style stores like Sam's Club found nationwide. In an era of hectic lifestyles, employees appreciate a company that provides them with multiple resources at their fingertips. (Need a new lawn mower? Try Aisle 3. Want some chicken wings for that barbecue you're having? Check the frozen food section in Aisle 9. And in Aisle 12 there's an assortment of home furnishing items as well.)

This at-your-fingertips convenience can be applied to gift service companies. Planners looking for a variety of employee or business gifts without the time and hassle involved can find the solutions they need at such organizations. For those planners who find themselves at a loss for employee gift ideas for the upcoming holidays (that's right, folks, they're only three months away), gift service companies can provide award fulfillment, customization and distribution, all under one roof.

Need to purchase gifts for 10, 1,000 or even 10,000 employees? No problem. As these companies can attest, the holidays needn't be so stressful. With a gift service company on your side, you've got the experts to help make your employee's presents perfect.

**At Your service**

Gift service companies often sport an image of personal assistants available at your beck and call, 24 hours a day, seven days a week. Although that's not quite true, it's pretty close. Most gift service companies, which range from the traditional brick-and-mortar establishments like Macy's to the newest kids on the block like corporategifts.com, offer a variety of services for those who need advice on employee gifts, especially during the holidays.

"[Gift service companies] are ideal for planners. The more one-stop shopping you can have the better," says Hilka Klinkenberg, founder and director of the New York-based Etiquette International and author of *At*

Ease Professionally. "For the most part most of the traditional stores offer their gift services free of charge to their clients. This is great because you can get somebody else to do the work for you!"

A big benefit of a gift service company is its timesaving quality, according to many experts. Planners who need fast accessibility to gift ideas, as well as fulfillment, customization and distribution can call on both traditional and Web-based companies for options. Narrowing down the choice of available gift options can be daunting to those unfamiliar with such a project. A recent Internet search using the words "gift-giving" on the search engine Lycos found more than 66,700 sites; more than 37,200 came up under the "corporate gifts" heading.

If you're a planner, chances are you don't have the time to sort through the numerous options before you. That's where a gift service company comes into play. "Saving time is the biggest benefit of a gift service company," says Jan Yager of Stamford, Conn., and author of Business Protocol (Second Edition). "You can give the company a list of recipients, and they can select a gift, wrap, pack and send it out."

Although time management is important, the overall goal of the gift shouldn't be overlooked, Yager says. "Remember that even if you use a gift service company to select a gift, the item is still reflective of you and your company," she says. "These companies can offer suggestions and selections, but you have to have a very clear vision of what you want to express. Keep in mind the industry you are in, the person you are giving the gift to and how that reflects on your company."

Since finding the right gift for every occasion is the specialty of gift service companies, planners can be assured that their needs will be met. Representatives of these companies will meet with planners to discuss in detail the program's goals, as well as offer gift ideas and suggestions. "This is a working relationship," advises Yager. "It's should be a win-win situation for you."

#### Making the Selection

Choosing the right reward can be a daunting task for any manager, no matter how well he or she thinks they may know the gift recipient. "What does the gift convey to the employee? It's really important that each employee's gift is thought out very carefully," says Michelle Teillon, vice president of business and Web development for the New York-based corporategifts.com, an online gifts service company that was launched last year.

According to Yager, the typical purchasing period for holiday gifts occurs in mid-November and becomes increasingly frenzied as the year draws to a close. "A trend now is to select and order the gifts much earlier," she says.

For first-timers who are unsure of how to approach this task, the experts offer a few suggestions. First, a rapport with a gift service company should be established, your goals should be clearly outlined. Planners should have as much information about the gift recipients as possible. Klinkenberg suggests creating an employee breakdown in which the personalities of each recipient are outlined. What are their ages, sex, hobbies or interests? Take all of these factors into consideration, she advises, and you'll be better able to select a gift that best suits your purposes.

Traditionally, there have been two ways for planners to order holiday gifts for employees: They could either buy one gift for a large number

of **people** , or **select** individual **gifts** for every employee. "This really depends on the budget that you have," advises Yager," who offers the example of the corporate planner who chose to reward all of her employees at the end of the year with an elegant fruit basket. "She had a couple of hundred recipients, and this approach worked nicely for her," she says.

Whether it's a fruit basket, a fountain pen, a crystal vase or a **gift** certificate that's redeemable online, the selection of holiday **gifts** is infinite. Just keep in mind the goals of the **gift** and the **recipient** 's **profile** , and let a **gift** service company go to work for you.

Gift certificates and debit cards-- either paper, plastic or online--are popular holiday gifts for employees.

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21/7/12 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01551355 02-02344

**All I want for Christmas is...**

Benady, David

Marketing Week v20n34 PP: 28-29 Nov 20, 1997 ISSN: 0141-9285

JRNL CODE: MWE

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

WORD COUNT: 764

ABSTRACT: Christmas Shopping Habits, a new report by Mintel, shows that there is an alarming disparity between the types of presents people give and those they like to receive. Items of clothing are the preferred type of gift, followed by perfume and aftershave. But music, books and jewelry are ranked higher than toiletries, drink and chocolates in terms of the types of gifts people would like to get. In addition, the study found that consumers spend of average of L75 on presents for their partners and about L120 on presents for children.

TEXT: Headnote:

A new report shows that many of us feel we never get what we want for Christmas. David Benady looks at what retailers can do to help us out. Nearly two thirds of consumers think Christmas has become too commercialised -but this does not stop them from spending an average of 75 on presents for their partners.

A new report by Mintel, Christmas Shopping Habits, shows that there is an alarming disparity between the types of presents people give and those they like to receive.

Items of clothing are the preferred type of gift, followed by perfume and aftershave. But music, books and jewellery are ranked higher than toiletries, drink and chocolates in terms of types of gifts people would like to get. Particularly low on the preference list are gift tokens, which feature quite high among the types of gifts bought.

Mintel concludes that retailers need to be far more forceful in suggesting **gift** ideas to shoppers. Using **preference** data to link shoppers with potential **recipients** can help **people** **choose** gifts that will be appreciated. Chocolates and bottles of drink would lose out, while music

and books would be winners.

While 11 per cent of adults spend under £30 on their partners, over 30 per cent spend more than £75 and just under ten per cent spend more than £150. But expenditure levels are much higher when it comes to children. Under 30 per cent of parents spend less than £75 per child while just over 30 per cent spend more than £150 per child. This averages out at about £120 per child. The report shows that better off people tend to spend less on presents than those who are less well off.

An element of more affluent parents do not believe in making a big thing of Christmas in terms of spending.

Response rates among the under £75 per child category were as high among ABs as they were among Es.

Patterns of behaviour relating to the start of Christmas shopping vary, with as many as 22 per cent of adults claiming to begin their gift shopping before the end of September. But nearly 40 per cent state that they do not start until some time in December.

The early starters are mainly women and those from less affluent groups. The reason for this may be linked to the fact that 73 per cent of Christmas gifts are bought with cash, so those in less affluent households could have the greatest need to spread out the cost of Christmas over a longer period since it accounts for a higher proportion of their income. Shoppers in the ABC1 group and the 25- to 34-year-old age group form the primary target for early shopping initiatives by retailers.

They are unlikely to be the most responsive to late opening evenings and form an important and high spending target group for retailers, such as department stores, which are able to offer the right ambience for encouraging early shopping.

(Photograph Omitted)

Captioned as: Shoppers: Most think that Christmas has become too commercialised, but still spend large sums on presents

(Illustration Omitted)

Captioned as: Christmas: Music (left) and clothes (right) are among the most popular gifts

Evidence from trade respondents indicated that 1996 was exceptionally late due to a combination of economic factors and the timing of the Christmas holiday itself. Opinion was mixed as to whether there is a longer term trend towards later shopping.

Retailers acknowledged that there are greater time pressures on shoppers these days, but while that was a reason for getting them interested earlier, it can also act as a deterrent to early shopping. Clearly shopping needs vary considerably in this regard.

Mintel says that Christmas 1997 is likely to be the best for a number of years for retailers.

Falling unemployment and the feelgood factor from windfalls suggest that most sectors of retailing will be doing well this year.

The researchers also suggest that Christmas shopping will take off a little earlier than last year.

Christmas Day falls on a Thursday this year, giving ample time for last minute shopping on Christmas Eve.

Retailers offering the key types of gift purchased can expect to do well this year, especially those in high streets and town centres. Mintel says that Woolworths, Boots, WH Smith and Argos have these factors in their favour and are likely to be winners among the retail sector this Christmas. (Table Omitted)

Captioned as: CHRISTMAS GIFT EXPENDITURE on children (June 1997)

(Table Omitted)

Captioned as: CHRISTMAS GIFT EXPENDITURE on wife/husband/partner (June 1997)

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21/7/33 (Item 1 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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08168339 Supplier Number: 66812240 (THIS IS THE FULLTEXT)

**Get a Strategy Now for Business Holiday Gift Giving. (Tiffany and Co.; WishClick Inc.) (Brief Article)**

APPLEGATE, JANE

Los Angeles Business Journal, v22, n43, p26

Oct 23, 2000

TEXT:

HOLIDAY business gifts can be a perilous, expensive and time-consuming process. These difficulties are amplified for small-business owners, who are eager to make a good impression but are usually short on money and time. But giving gifts is extremely important, especially if you have been too busy to thank your customers and clients for their patronage throughout the year.

To avoid the last-minute rush, start by ordering catalogs for products you like. If you prefer, visit the companies' Web sites and bookmark pages with potential gifts for future reference.

Set aside a day right after Halloween to order your holiday gifts. If possible, recruit a staff member or hire a temp to help you complete your one-day gift selection and ordering marathon.

Get ready by making a list of recipients and updating their mailing addresses. Don't forget to give gifts to support staff, helpful delivery people, building supervisors or anyone else who deserves appreciation. Anticipate the unexpected. You might want to choose a few "floating" gifts to have on hand in case you suddenly need a gift for someone you hadn't thought of sooner.

Order gift wrapping and holiday cards on this day, too. Many companies offer "early bird" discounts that can save you hundreds of dollars. Buy tape, ribbon and gold or silver metallic pens for signing cards. Even if you have your cards imprinted, sign them personally. And, no matter what you give for the holidays, make sure it is beautifully wrapped.

"A great presentation sparks excitement at first sight and builds anticipation for what's to come," said John Petterson, spokesman for Tiffany and Co. in New York, a company world renowned for its elegant signature turquoise boxes.

"I firmly believe that when a person receives a business relationship gift, there is the same level of anticipation and excitement upon receiving the package as there is with a personal gift," he said.

While it's tempting to order everything with your logo printed on it, Petterson warns that items with a company logo often have a lower perceived value. But, he acknowledges that for many small businesses, a gift with a company logo is an affordable, year-round marketing tool.

For your best clients and customers, consider customizing gifts with engraving or embossing. Tiffany reports that this is a growing trend that helps make the recipient feel special. But remember: Engraving and embossing take extra time, so planning ahead is crucial.

#### Brand it for yourself

There are lots of companies that can customize products for your business, and one of the best we found is [www.branders.com](http://www.branders.com). Branders has an easy-to-navigate Web site and a full army of merchandise, from leather briefcases to steel travel mugs. Best of all, by using its Web site, you can design the product with your logo on it yourself, adjusting the color, size, position and adding text if you desire. They also offer a variety of choices for how to apply your name or logo to a product, from silk-screen to hot foil-stamping, or embossing, depending on the material.

Branders and other custom-merchandise manufacturers base discounts on volume, but at levels that can work for the small business. You can order a dozen leather folios, or 50 holiday CDs, with your own logo and message. Best of all, buying in bulk this way streamlines your shopping. But make sure key people don't feel neglected by one-size-fits-all gifts. Your spouse probably won't be thrilled with a company travel mug, no matter how supportive he or she is!

Another great site for branded holiday gifts is [www.ipromoteu.com](http://www.ipromoteu.com). Although you can select and order gifts on its easy-to-navigate Web site, it has real people on duty to answer questions and provide personal assistance.

Gift experts at Tiffany and Co. report a strong trend toward global-giving as businesses, even small ones, do more business overseas. If you have any international contacts, make sure you research gift-giving protocols in their country. For example, in India, the cow is sacred and any item made of leather is considered offensive. In Japan, a knife is seen as a symbol or severing a relationship (probably not the message you'd mean to send).

Although many big online toy companies failed to deliver toys on time last Christmas, don't, give up on online shopping for business gifts. Sites, including Amazon.com, are powering up to help make online shopping effortless.

Both Amazon and WishClick.com plan to launch services this holiday season that will allow **gift**-givers to e-mail their **recipients**, asking that they fill out **profiles** and choose favored items.

#### New age of gift giving

If you think business gifts must always be pen sets and paperweights, think again. There are lots of fun gift ideas that can be appropriate for business gift giving at the holidays.

Another good choice is Philosophy's Miracle Worker gift set (\$42.50), an array of seven face and hair care products packaged in a hip steel case, though the product names can be a little hokey - "It's All in Your Head" shampoo and "Time on Your Hands" hand cream are two ([www.philosophy.com](http://www.philosophy.com)). My favorite spa gift of all, for the dog owners on your list, is Origins' "Top Dog!" kit, including shampoo, coat detangler and a dog treat packaged in a cool steel dog bowl. For just \$25, it's a real howl.

For the absolute last-minute, no-muss and no-fuss **gifts**, consider online currency and **gift** certificates. Flooz.com is an entire Web site designed for this purpose, and it's very easy to use. You buy the Flooz, the recipient gets an email and they choose their **gift** from a selection of partner stores including Martha Stewart, Godiva, Barnes & Noble, Philosophy and others. Some, or all, of the Flooz you give can, be given to the charity of a **person's choice** through its Web site connection to

charitableway.com.

Jane Applegate is the author of "201 Great Ideas for Your Small Business," and is founder of Apple gate Way.com, a multimedia Web site for busy entrepreneurs.

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07165703 Supplier Number: 61236475 (THIS IS THE FULLTEXT)

**CustoMe.com Web Site Opens the Custom Category to Consumers; CustoMe.com Offers Sellers of Custom Products and Services the Most Targeted Marketing Opportunity Ever on the Internet.**

Business Wire, p0530

April 4, 2000

TEXT:

Business/Technology Editors

DALLAS--(BUSINESS WIRE)--April 4, 2000

CustoMe.com, a Web site that introduces the universe of custom-made products to consumers around the world, today announced its public launch.

The CustoMe.com network features thousands of companies that sell custom products or services in categories from apparel and cooking to pets and computers. The site centers on the next powerful trend in marketing -- the market of one.

A March Business Week article confirmed the growing interest among consumers in customized products, declaring: "The mass market of the 20th century is giving way to a market of one. This so-called mass customization has profound implications..."

"Customers today want to be treated as individuals," said John Rochon, Jr., founder of CustoMe.com. "To meet that need, CustoMe.com uses the power of the Internet to find custom products for a customer's individual needs and wants. With CustoMe.com, people can discover that there's an incredible range of millions of unique custom products and services available online. It's like opening a door into a whole new world."

The idea for CustoMe.com has its roots in a site created by Rochon for custom sports products in 1998 (Go-long.com). Rochon expanded that concept to include all custom products and services, and his team developed the first phase of the site over the past year.

"We've spent many months refining the concept and creating the site," said Rochon. "Now we're ready to let all businesses and consumers know about it and benefit from it."

The site includes the following features:

- A database of more than 5,000 manufacturers of custom-made products, which can be rapidly and efficiently searched by category, merchant or product.

- A one-of-a-kind search engine, working continually to find custom products around the world.

- One of the most advanced personal profiles on the Web. The profile system recommends only those products suiting a customer's individual needs. The customer's profile grows and recommends additional information matching the customer's needs as he or she visits the site more frequently. The

**profile** will be further enhanced this year to include **profiles** on the **gift-giving preferences** of the **customer's** family, friends -- even pets.

A key component of the CustoMe.com model is a commissioned direct sales team, who will bring additional vendors into CustoMe.com. The direct



sales force will manage advertising relationships, vendor partnerships and other key client relationships.

For additional information, please contact Ann Piper at 972/349-6575 or by e-mail at Apiper@halcyonpr.com. Or visit the media information center at [www.CustoMe.com](http://www.CustoMe.com).

Interviews are available with the founder of CustoMe.com. For television, interviews can include examples of interesting and unusual custom products as visuals.

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06796347 Supplier Number: 57474929 (THIS IS THE FULLTEXT)

**Ancestry.com, Inc. Launches E-Commerce Solution for MyFamily.com; Leading Family Community Introduces Premier Online Gift-Giving Resource.**

PR Newswire, pl484

Nov 10, 1999

TEXT:

OREM, Utah, Nov. 10 /PRNewswire/ -- MyFamily.com(SM), the leading provider of free, private Web sites for families, today announced its new MyFamily Gift Center, the first phase of a major e-commerce rollout for the company. MyFamily.com will simplify the family gift-giving process by offering private wish lists among family members and providing personalized gift-giving recommendations. Generated from **customer profiles**, users will be reminded of gift-giving events and provided with insight into the **gifts preferred** by loved ones.

"The development of the MyFamily Gift Center demonstrates our commitment to providing value-added e-commerce capabilities to MyFamily.com users," said Curt Allen, president and CEO, Ancestry.com, Inc. "Gift-giving is a major part of every family members' life and we want to deliver the easiest-to-use, most personalized shopping resource on the Internet. The establishment of the Gift Center allows us to accomplish this goal by assisting users through the entire gift-giving process, from reminding them of gift-giving opportunities to purchasing the right gifts."

E-commerce Strategy

MyFamily.com is focused on becoming the online gift-giving expert in the extended family and friends space. The company is uniquely positioned to serve this market based on the relationship it has established with its MyFamily.com members, who rely on the site to help track family-related milestones, including birthdays and anniversaries. MyFamily.com will focus on providing premium customer service and order processing capabilities to users in order to become a prime destination for family gift-giving. The Company will announce additional gift services in the fourth quarter, all geared toward providing MyFamily.com members with the most rewarding e-commerce experience possible.

MyFamily Gift Center

MyFamily.com will provide its users with a selection of more than one million products, including PCs, apparel, books and electronics, from industry leaders like Intel, Sony, Compaq, Microsoft, Pierre Cardin and Sega. The online spending in these categories is projected to grow at a rapid pace. According to Jupiter Communications, \$2.2 billion was spent on PCs online in 1998 and the number is expected to reach \$6.4 billion in 2001; \$400 million was spent on apparel in 1998, with spending expected to increase to \$2.4 billion by 2001; and \$200 million was spent on electronics in 1998, with \$1 billion projected by 2001.

Through the MyFamily Gift Center, individuals will be able to utilize two valuable gift-giving resources: the MyFamily.com "Wish List" and "Gift

Recommendation" tools. The Wish List tool will allow individuals to select products from the store's extensive inventory that they would enjoy receiving for birthdays or other holidays. The calendar on the family's MyFamily.com Web site will allow family members and friends to receive timely reminders that a special day is approaching. Family members can then access the Wish Lists of these individuals and purchase favored items, ensuring that the person will receive a gift they enjoy. The Gift Recommendation tool will also provide a valuable gift-giving resource by using the gift recipient's personal information (e.g. age, gender, hobbies, etc.) to suggest products from the MyFamily Gift Center that the particular individual would most likely appreciate.

#### The Opportunity

According to a Forrester Research, the online gift-giving market is increasing at an exponential rate -- \$1.2 billion in 1998 to an estimated \$17 billion by 2004. The number of U.S. households shopping online will grow 131% from 13.1 million in 1999 to 30.3 million in 2002. In addition, according to the latest Bureau of Labor Statistics' Consumer Expenditure Survey, the gift-giving market as a whole has reached \$112 billion. The e-commerce opportunity for MyFamily.com is substantial. MyFamily.com is one of the fastest growing community Internet sites for families, with approximately 200,000 active Web sites and more than 400,000 active members. MyFamily.com users have strong ties to the service, evidenced by the fact that they have posted more than 860,000 photos, 1.6 million news items, and 2.3 million calendar events on private family Web sites. A survey of MyFamily.com members found that 47% of respondents have already purchased a gift online, while 58% said that it's very likely they will purchase a gift for a family member online.

#### About MyFamily.com

Founded in 1998, MyFamily.com is the leading private community that connects families online. MyFamily.com allows family members to communicate and share experiences with each other through free, private Web sites where families can hold live chats, create photo albums, maintain a calendar of family events and purchase gifts for loved ones. Based in Orem, Utah, MyFamily.com is a service from Ancestry.com, Inc. Corporate investors in the privately held company include @Ventures, the affiliated venture capital arm of CMGI, Inc., (Nasdaq: CMGI), Tango of Boulder, Colo., Group Arnault, America Online, Inc. (NYSE: AOL), Compaq Computer Corporation, Pivotal Asset Management LLC, Amerindo Investment Advisors, Inc., Intel Corporation and Wasatch Venture Fund. For more information, visit <http://www.ancestry.com/pressroom.htm>.

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21/7/54 (Item 22 from file: 16)

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05238844 Supplier Number: 47987327 (THIS IS THE FULLTEXT)

**Internet Retailer Spree.com Sues Sprint for "Reverse Domain Name Hijacking".**

Business Wire, p9181000

Sept 18, 1997

TEXT:

THORNTON, Penn.--(BUSINESS WIRE)--Sept. 16, 1997--Spree.com is taking telecommunications giant Sprint to court, seeking rapid resolution of a trademark dispute that is jeopardizing the investment of Internet entrepreneur Mike Dever.

"A lot of people, starting with the employees, have invested time and energy in helping launch Spree.com. All their effort would be wasted if Sprint succeeds," says owner Mike Dever. "And I am especially concerned

about the thousands of people who have joined Spree.com as our partners. If Sprint succeeds in hijacking our domain name, those people will also lose."

Spree.com shares up to 40% of its profits with charities, businesses and individuals who joined Spree.com as Spree Independent Partners and refer shoppers to the site. Spree also builds free web sites for each of its partners and provides them with free banners and product links. The opportunity to start their own business and share in the profits would both end if Sprint is successful in tying up the domain name.

Filing the suit against Sprint was a preemptive move to forestall the possibility of the telecommunications giant tying up the domain name with Network Solutions Incorporated (NSI). Under NSI policy, once a domain name is disputed, it is put in limbo - no one can use it - until the dispute is settled. For Spree.com that would mean shutting down its online business immediately, while the dispute is adjudicated.

The dispute centers around the fact that Sprint wants to use the domain name Spree.com to market prepaid, telephone calling cards. "Internet retailer Spree.com is already legally operating an online shopping service for products like books, flowers and gifts with this name," says attorney Ari Goldberger.

Owner Mike Dever says there was never any confusion over what business Spree.com was in when he started the company over a year ago. "We started out as an on online, cooperative retailer -- in the business of offering shopping alternatives on the Internet and in the business of sharing revenue opportunities with anyone who wants to participate."

Goldberger, who filed the suit for Spree.com, says the 3rd Circuit Court of Appeals will probably use an established, eight-pronged test to determine if customer confusion is likely. "The court generally applies a fair analysis," says the attorney. "Spree.com is the domain name of Mike Dever's company -- registered and approved by NSI. I am confident that the courts will award in our favor."

Goldberger, formerly of the Philadelphia law firm Pepper, Hamilton & Scheetz, is a solo practitioner specializing in domain name disputes. He has successfully won similar suits against the Hearst Corporation and Spice Entertainment, Inc.

Spree.com is the model for 21st century Internet commerce. The Spree Independent Partner Program, combined with intelligent agent software, intuitive user-friendly features and multiple product lines positions Spree.com to capture a large portion of the Internet market. The Spree.com/Books Super Store offers access to more than 3 million titles, and the Spree.com/Flowers Shop has twice as many arrangements as its nearest Web competitor. The Spree.com/Gift Shop also features a reminder service and Spree.com's customized "Gift Assistant," which **selects gifts** based on the **recipient's preferences**. All of that is combined with a cross-store "SmartCart" that carries **customer's** purchases from store to store. Spree.com is located on a 35-acre campus in a renovated 17th century gristmill outside of Philadelphia, Pennsylvania.

Visit Spree at <http://www.spree.com> where it pays to shop.

For a copy of the complaint, please contact [ari@ESQwire.com](mailto:ari@ESQwire.com)/spree.

CONTACT: Pat Muccigrosso  
610-361-7739

[Pat.Muccigrosso@Spree.com](mailto:Pat.Muccigrosso@Spree.com)

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21/7/100 (Item 1 from file: 160)  
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00834099

Unique and exotic packaging of its confectioneries keeps sales sweet at Plumbridge (New York), a 99-yr-old confectioner.  
Advertising Age October 25, 1982 p. 66E1

Plumbridge uses unusual packaging that ranges from a \$2.50 heart-shaped chrome box to a \$1,250 19th-century Chinese porcelain bowl--one customer purchased a Ming vase filled with jelly beans for \$10,000. Projected 1982 sales for the family-run single-store operation are over \$400,000. Plumbridge's candy is of the finest quality and is made fresh daily--the leftovers are thrown away. When Plumbridge opened a branch in Henri Bendel's, an exclusive New York specialty store, it arranged for a limousine to deliver its products daily to assure customers they were receiving the freshest products possible. Plumbridge keeps a record of its **customers** ' birthdays, candy **preferences** and a list of **gifts** that **previously** have been sent to them. It also will design gifts specifically to a client's request. Plumbridge tests lists of proven mail-order food purchasers, affluent residents and a company list of customers, with a 35-40 percent rate of return. It hopes to expand its operations into the gourmet food market, using the same types of exotic packaging.

21/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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02149818 Supplier Number: 25689999 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Spam's Good Twin: If E-Mail Is Done Just Right, People Will Want To Receive It. Really.**  
**(Use of targeted e-mail for marketing is increasingly popular, in part because of reaction to "spam")**  
Internet World, p 31+  
May 01, 2000  
DOCUMENT TYPE: Journal ISSN: 1097-8291 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2199

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Forbes during his presidential run. People who forwarded the message to five friends received a **gift**, says Jay Stevens, director of marketing; each **recipient** could also opt to receive **future** mailings. "It's a very, very effective way to grow your list," Stevens says.

Such...

...says Jim Williams of ClickAction. "You give them that comfort level."

photo omitted

3 Remind **customers** that they've **chosen** to hear from you, and build your brand by including the name of your company...

21/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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01683294 Supplier Number: 24437705 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**IMRA Predicts Rosy Holiday Season**  
**(Some 75% of shoppers surveyed plan to shop at discounters during upcoming 1998 holiday season)**  
HFN, v 72, n 43, p 1+  
November 02, 1998  
DOCUMENT TYPE: Journal ISSN: 1082-0310 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 843

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...season to be highly promotional. More than ever we are going to have to give **customers** compelling reasons to shop in our stores."

In fact, Kmart plans to offer **gift** sets of its hugely **successful** Martha Stewart Everyday line. **Customers** can **pick** from four gift sets (bath and kitchen towels, table linens, and bath accessories) that come...

21/3,K/3 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02091328 62816567

**No more fruitcake foibles**

Nolan, Paul

Potentials v33n10 PP: 76-85 Oct 2000

ISSN: 1522-9564 JRNL CODE: POIM

WORD COUNT: 1907

...TEXT: recipients are comfortable going online. E-commerce remains uncharted waters for a surprising number of **people** .

certified delicious

Madison's Steaks gourmet **selections** of certified Angus beef products are uniquely presented in elegant designer **gift** packaging. Tender, juicy, hand-- trimmed beef can be air-shipped to your recipients overnight for... itself is more traditional, such as food or desk accessories.

Check to see if the **recipient** 's company prevents its employees from **accepting** business **gifts** . If so, see whether you can make a charitable donation in that person's name.

Include a hand-written note that mentions something from the **past** year that's particular to each **recipient** . The personal touch gets remembered.

elegant basket

A sense of richness will overcome your gift...

**21/3,K/4 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02071431 60022363

**Present perfect**

Steinauer, Joan M

Incentive v174n9 PP: 65-67 Sep 2000

ISSN: 1042-5195 JRNL CODE: IMK

WORD COUNT: 1024

...TEXT: best suits your purposes.

Traditionally, there have been two ways for planners to order holiday **gifts** for employees: They could either buy one **gift** for a large number of **people** , or **select** individual **gifts** for every employee. "This really depends on the budget that you have," advises Yager," who pen, a crystal vase or a **gift** certificate that's redeemable online, the selection of holiday **gifts** is infinite. Just keep in mind the goals of the **gift** and the **recipient** 's **profile** , and let a **gift** service company go to work for you.

Gift certificates and debit cards-- either paper, plastic...

**21/3,K/5 (Item 3 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02055155 57842254

**Incentive programs that really work**

Ginther, Claire  
HRMagazine v45n8 PP: 117-120 Aug 2000  
ISSN: 1047-3149 JRNL CODE: PAD  
WORD COUNT: 1517

...TEXT: Poster boards are hung up throughout the company with a picture and bio of that **person**. One superstar is then **selected** randomly and given a **gift** basket, as well as **preferred** parking for a month in the reserved 'Superstar' parking space."

If employees value timely rewards...

21/3,K/6 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02031400 54785177

**E-tailers go offline to attract more customers**

Harris, Elana  
Sales & Marketing Management v152n6 PP: 42-44 Jun 2000  
ISSN: 0163-7517 JRNL CODE: SAL  
WORD COUNT: 533

...TEXT: Both are adding sales channels to reach more customers.

"Multiple channels extend a company's **customer** relationship strategy because **customers** have more **choices**," says Adam Sarnier, an analyst with GartnerGroup, a high-tech consulting firm in Stamford, Connecticut...

...in a more comprehensive way."

Both Red Envelope and lucy.com mined their direct mail **recipients** from a number of sources, including **previous** customers, users who have registered on their sites, and rented lists. Red Envelope also sends catalogs to **gift** recipients. "It's a better way for [recipients] to see who we are, because receiving a **gift** isn't an online experience," Bazzone says.

Nevertheless, says Ken Cassar, senior retail analyst at...

21/3,K/7 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01915225 05-66217

**Philanthropy: A lifetime commitment**

Gaudiani, Claire L  
Executive Speeches v14n2 PP: 26-31 Oct/Nov 1999  
ISSN: 0888-4110 JRNL CODE: EXS  
WORD COUNT: 4648

...TEXT: are focusing on the more basic questions: Why give? What difference does it make? As **people** who have **chosen** to do this work, you have not only asked yourselves those questions, but have also...

...Deuteronomy.

The ideal stage is to enter into a partnership with those who receive the **gift**. You must place yourself on equal footing with the recipient; you

must stand with that person. And Maimonides says, in fact, to imagine looking at the **recipient** and seeing the **future** , a moment when this individual will be the only one with the power to save...

**21/3,K/8 (Item 6 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01852873 05-03865

**Tarnished gold?**

Steinauer, Joan M  
Incentive v173n7 PP: 18-21 Jul 1999  
ISSN: 1042-5195 JRNL CODE: IMK  
WORD COUNT: 2587

...TEXT: IOC members and other Olympic Games host cities from the present as well as the **past** . Although IOC rules bar **members** from **accepting gifts** in excess of \$150, it was revealed that worldwide **members** had accepted perks from Salt Lake City officials. According to reports in USA Today, thousands...

**21/3,K/9 (Item 7 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01775456 04-26447

**Holiday supprises**

Pascale, Moira  
Catalog Age v16n3 PP: 37 Mar 1, 1999  
ISSN: 0740-3119 JRNL CODE: CTA  
WORD COUNT: 918

...TEXT: food gifts from Virginia. Annual sales, less than \$10 million; annual circulation, 250,000.

Our **gift** packs were a real **success** . **Customers** were able to create their own gift packs, **choosing** from two, three, or four cans of peanuts or other nuts to include in the...

**21/3,K/10 (Item 8 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01775433 04-26424

**Contemporary gifts**

Anonymous  
Chain Store Age v75n2 PP: 152 Feb 1999  
ISSN: 1087-0601 JRNL CODE: CSA  
WORD COUNT: 616

...TEXT: traditional paper certificate, but he does not expect them to linger too long in the **past** .

"Paper certificates are currently available for the customers who prefer them," he says. "However, we feel once **people** become more comfortable with this method of giftgiving and see the benefits, they will **prefer** and embrace electronic **gift** cards. The cards eventually may replace paper



gift certificates."

Among the benefits Savard cites is...

21/3,K/11 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01773759 04-24750

**Gift certificates: An award of one's own**

Gines, Karen

Incentive Gift Certificate Supplement PP: 1-48 Feb 1999

ISSN: 1042-5195 JRNL CODE: IMK

WORD COUNT: 8545

...TEXT: and encouraging them to call a 1-800# to receive the \$25 gift certificate.

Demographics/ **Recipient Profile** : Hispanic or Latino descent; \$50+ per month in international long distance calling.

Gift Certificate Denomination...

...enough selection so that men and women can find something that they like.

Lands' End **gift** certificates are redeemable in ANY Lands' End catalog, from the "big book" full of Lands...

...book called Beyond Buttondowns. Women can select items from the women's tailored book, First **Person** Singular. You can **choose** from things for the home from Coming Home or outfit your kids with Lands' End...  
Certificates are available in any dollar amount from \$10 to \$200.

Redemption: JCPenney Freedom To **Choose Gift** Certificates allow you to reward **people** with a **selection** of over 200,000 top quality products that are available at almost 2,000 JCPenney...25. Customized denominations are also available. Redemption: The MISTyle Award program allows you to reward **people** with a large **selection** of merchants... department stores, catalogs, specialty retailers, restaurants, hotel, entertainment and more, so award winners can choose the **gift** certificates that fit their lifestyle and family. Individual recipients make their selections and mail or fax their MISTyle Award vouchers into Award Headquarters. Their chosen **gift** certificates are promptly mailed to them. Merchant certificates are redeemable at retail locations across the...and dining, home accents and furniture, fitness, seasonal, travel electronics and kids needs. Our merchandise **selection** provides our **customers** with the best quality, value and **selection**. The Sharper Images Contact: Roger Bensinger Vice President, Business Development Address: 650 Davis St., San...

21/3,K/12 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01551355 02-02344

**All I want for Christmas is...**

Benady, David

Marketing Week v20n34 PP: 28-29 Nov 20, 1997

ISSN: 0141-9285 JRNL CODE: MWE

WORD COUNT: 764

...TEXT: of gifts bought.

Mintel concludes that retailers need to be far more forceful in suggesting **gift** ideas to shoppers. Using **preference** data to link shoppers with potential **recipients** can help **people** **choose** gifts that will be appreciated. Chocolates and bottles of drink would lose out, while music...

21/3,K/13 (Item 11 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01508883 01-59871  
**Tips for better giving**  
Campbell, Tricia  
Sales & Marketing Management v149n10 PP: 81-85 Sep 1997  
ISSN: 0163-7517 JRNL CODE: SAL  
WORD COUNT: 2507

...TEXT: Rule #4:

Consider Ethical Questions

In order to avoid even the suspicion of bribery, many **customers** refuse to allow employees to **accept** **gifts** from salespeople. This means that before **choosing** any kind of corporate gift, a bit of homework is in order. The last thing...

21/3,K/14 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01504219 01-55207  
**Monthly food memberships**  
Anonymous  
Incentive v171n9 PP: 94 Sep 1997  
ISSN: 1042-5195 JRNL CODE: IMK  
WORD COUNT: 280

TEXT: Corporate **gifts** are intended to say "thank you" as well as remind the recipient who the **gift** came from. So why not give the **gift** that gives itself 12 times? Offering monthly food memberships constantly reinforces the recipient of the nature of the **gift** while keeping the company name visible. "Our ongoing **gifts** keep the company in good **profile** with the **recipient** Corporate **gifts** are relationship builders-companies should seek to keep the relationship going," says Doug Doretti, president...

...the specialty pizza arrives a "Pizza Expeditions" newsletter, offering recipes and detailed information on the **chosen** pizzas.

If spirits are more to a **person** 's liking, the Great American Beer Club or Global Wine Club can suit their needs...

21/3,K/15 (Item 13 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)

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01281366 99-30762

**People give to people**

Hartsook, Robert F

Fund Raising Management v27n5 PP: 40-41 Jul 1996

ISSN: 0016-268X JRNL CODE: FUN

WORD COUNT: 798

...TEXT: should include affirmation to the donor from the development office regarding the level of the **gift** and the payment **preference** **chosen** by the donor.

Yes, **people** give to **people** . **People** give to help other **people** . **People** give to improve the quality of life. Remembering that people give because they believe in...

**21/3,K/16 (Item 14 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01162569 98-11964

**The successful subsidiary**

Greenblat, Arleigh

Association Management v48n2 PP: 77-80 Feb 1996

ISSN: 0004-5578 JRNL CODE: AMG

WORD COUNT: 1889

...TEXT: idea for the subsidiary to adopt the parent organization's conflict-of interest policy regarding **acceptance** of **gifts** and other freebies.

\* Place your best **people** in positions of liaison and support for the subsidiary. **Choose** respected leaders or staff with acumen in the specialty of the subsidiary. Individuals who are...

**21/3,K/17 (Item 15 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01139209 97-88603

**Ban on gift-giving could cost restaurateurs' sales, influence**

Allen, Robin Lee

Nation's Restaurant News v30n1 PP: 3, 79 Jan 1, 1996

ISSN: 0028-0518 JRNL CODE: NRN

WORD COUNT: 729

ABSTRACT: Effective January 1, 1996, **members** of the House and Senate will have new rules banning or restricting the **gifts** - including meals - they can **accept** from constituents, lobbyists and other **gift** -giving parties. As a result of the rerforms, foodservice industry **members** see a **future** of slipping restaurant sales and the loss of an effective way to get their messages...

**21/3,K/18 (Item 16 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

01116005 97-65399

**The building blocks**

Brody, Lawrence

Journal of Financial Planning v8n4 PP: 153 Oct 1995

ISSN: 1040-3981 JRNL CODE: JFN

WORD COUNT: 761

...TEXT: in the charitable-gifting decision process and can be used to teach lower-generation family **members** how to manage investments. The foundation also can **accept** large **gifts** in a given year that can be funneled to charities in **future** years.

**Revocable Living Trusts**

Revocable living trusts, durable powers of attorney, and living wills (where...

**21/3,K/19 (Item 17 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01077557 97-26951

**Ethics, gratuities, and professionalization of the purchasing function**

Turner, Gregory B; Taylor, G Stephen; Hartley, Mark F

Journal of Business Ethics v14n9 PP: 751-760 Sep 1995

ISSN: 0167-4544 JRNL CODE: JBE

WORD COUNT: 4528

...TEXT: acceptability of taking gratuities from vendors. The questionnaire was developed from conversations with PMAC-V **members**, a review of the literature, and **previous** surveys concerning **gift** and favor **acceptance** (see Cummings, 1979; Hartley and Turner, 1992; Modic, 1990; Rudelius and Buchholz, 1979a and 1979b...

**21/3,K/20 (Item 18 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00952058 96-01451

**Cross-cultural business gift giving**

Arunthanes, Wiboon; Tansuhaj, Patriya; Lemak, David J

International Marketing Review v11n4 PP: 44-55 1994

ISSN: 0265-1335 JRNL CODE: IRV

WORD COUNT: 5168

...TEXT: 3). Givers from a high context culture view gift giving as a normal practice whereas **receivers** from a low context culture may feel very reluctant to **accept** a **gift** and even offended if it is an expensive one. The **recipient** in this case probably will be quite concerned with legal and ethical issues. An amusing anecdote from American **history** illustrates this situation. James W. Symington, a former US Chief of Protocol, once told of...

**21/3,K/21 (Item 19 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00777640 94-27032

**Tailoring gifts to suit the individual**

Smith, Bruce

Marketing PP: 40 Oct 14, 1993

ISSN: 0025-3650 JRNL CODE: MAR

WORD COUNT: 523

...TEXT: parameters, says Smith.

"We then start looking for ideas in suppliers' catalogues. We try to **choose** stylish gifts that the **recipient** will keep and use in **preference** to competing **gifts**. Last year we gave leather desk-blotters which carried the Makita logo and the **recipient** 's initials."

When **selecting** Christmas gifts, say Smith, it is important to try to come up with something new...

21/3,K/22 (Item 20 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00754543 94-03935

**The art of corporate gift giving**

Anonymous

Incentive v167n8 PP: S1-S27 Aug 1993

ISSN: 1042-5195 JRNL CODE: IMK

WORD COUNT: 4307

TEXT: How to **successfully** **select** and deliver a corporate **gift** so the **recipient** truly appreciates and remembers both gift and giver is a vital skill for every business...relationship to your business and expectations. It's also important to be creative in the **choice** of gift you want to be remem bered.

3. Will the **recipient** feel comfortable **accepting** this **gift** ? It's best to ask "Would I be comfortable receiving this gift from that **person** ?" to judge if it's too personal or too expensive. If your answer is "yes..."

21/3,K/23 (Item 21 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00740121 93-89342

**Gifts galore**

Brewer, Geoffrey

Incentive v167n7 PP: 70-74 Jul 1993

ISSN: 1042-5195 JRNL CODE: IMK

WORD COUNT: 1119

...TEXT: of Harry M. Welch Inc., an auto-parts distributor in Harrisburg, Pa.

Some would-be **recipients** , however, remain wary: Respondents say that 18.6 percent of potential **gift recipients** have company policies prohibiting **acceptance** of **gifts** , and 32.4 percent of respondents say this type of restriction has increased in the **past** two years.

It's clear that executives must always walk a fine line when giving...

**21/3,K/24 (Item 22 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00687347 93-36568  
**Bear Creek builds in-house gold mine**  
Shorland, Michael; Zodrow, Michael  
Direct Marketing v55n9 PP: 35-40 Jan 1993  
ISSN: 0012-3188 JRNL CODE: DIM  
WORD COUNT: 3436

...TEXT: would be used to drive the page makeup of individual catalogs. For example, coupled with **selective** binding, **people** more prone to buy only roses might receive a gardening catalog offering special, unique rose... statistical measure of the magnitude of that cross buying. It has been used for strategic **selection** of merchandise and market ( **customers** ). For example, we found that a strong affinity existed between fruit and herbs. These two...the proper time to plant and recommend additional plants to purchase that coordinate with their **previous** purchases. We also send customer **recipient** listings which are printed forms showing what the customer ordered and to whom they sent **gifts** the previous year. These act as an order device for the customer.

REACTIVATION--we use...

**21/3,K/25 (Item 23 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00668159 93-17380  
**Artifactions: The battle over the National Endowment for the Arts**  
Dorf, Michael C  
Brookings Review v11n1 PP: 32-35 Winter 1993  
ISSN: 0745-1253 JRNL CODE: BRR  
WORD COUNT: 2876

...TEXT: to pay for programs and acquisitions not authorized by Congress and for hiring key staff **members** to bypass Civil Service regulations on **selection** and salary.

Although the NEA is permitted to **accept** private **gifts** , it has made no effort to use that power to give itself the leeway to...

**21/3,K/26 (Item 24 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00620575 92-35677  
**The "Inner-Game" Attitude of Major-Gift Solicitation**  
Edwards, Paul V.; Wood, Ernest W.  
Nonprofit World v10n2 PP: 11-14 Mar/Apr 1992  
ISSN: 8755-7614 JRNL CODE: NWR  
WORD COUNT: 2280

...TEXT: attitude which supports healthy beliefs about fundraising,

prospects, and your organization is vital to maximizing **success** in major-gift solicitation. **History** and experience teach us that **people** are motivated to give to meet their needs. They believe their gift will extend their...

21/3,K/27 (Item 25 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00612562 92-27665  
**Adapting Ethical Decisions to a Global Marketplace**  
Hodgson, Kent  
Management Review v81n5 PP: 53-57 May 1992  
ISSN: 0025-1895 JRNL CODE: MRV  
WORD COUNT: 3257

...TEXT: obligation. Lifelong shifting obligations create relationships of trust and are the basis for doing business.

\* **GIFT EXCHANGE**. In many non-Western circles, the **gift** exchange tradition has evolved into a business tool: **Gifts** begin a process of future favors. They are an immediate sign of gratitude or hospitality, but upon acceptance, they generate an obligation that the **recipient** must someday repay.

Inner circles, **future** favors and **gift** exchanges exist in American society also, but they don't usually have the same sense...and have the right to self-determination. We should act in ways that demonstrate each **person**'s worth, dignity and right to free **choice**. We have a right to act in ways that assert our own worth and legitimate...

21/3,K/28 (Item 26 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00599222 92-14395  
**Life Insurance for the Liquid Estate**  
Gallagher, Hillery James  
Journal of the American Society of CLU & ChFC v46n2 PP: 36-41 Mar 1992  
ISSN: 0742-9517 JRNL CODE: CLU  
WORD COUNT: 4010

...TEXT: these examples are 98 percent and 48 percent, respectively, of the amount transferred.

Clearly, lifetime **gifts** are **preferable** to transfers at death, from a tax standpoint. But few **people**, even wealthy **people**, are willing and able to make large lifetime gifts. **Selecting** the appropriate assets to be given and providing for their management and safekeeping is part...

21/3,K/29 (Item 27 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00550714 91-25071  
**The New Chapter 14 and Its Effect on Estate Tax Planning**  
Moore, Malcolm A.

Life Association News v86n5 PP: 53-56 May 1991  
ISSN: 0024-3078 JRNL CODE: LAN  
WORD COUNT: 1021

...TEXT: retained, but dividends are not paid for more than four years, there is a deemed **gift** by the holder of the **preferred** stock who **previously** gave away the common stock.

This also includes family **members**, unless they have elected out of its application. (This is unlikely, since often they are...

21/3,K/30 (Item 28 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00257929 84-36492

**Gift-Leasebacks - When Will They Work?**

Falk, Charles Edward; Hochberg, R. Mark  
CPA Journal v54n10 PP: 24-36 Oct 1984  
ISSN: 0732-8435 JRNL CODE: CPA

...ABSTRACT: strategy for reducing income taxes is for a high bracket taxpayer to divide income among **selected** lower bracket taxpayers, usually family **members**. One method for such income transfer that has been **successful** is the **gift**-leaseback. In **gift**-leaseback, the grantor transfers real estate to a short-term trust and leases back the...

21/3,K/31 (Item 29 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00218705 83-30266

**Service Attacks Use of Recapitalizations as an Estate-Freezing Technique by Promulgating Rules for Valuation of Preferred and Common Stock**

Schlenger, Jacques T.; Reynolds, George K., III  
Estate Planning v10n6 PP: 368-372 Nov 1983  
ISSN: 0094-1794 JRNL CODE: ESP

...ABSTRACT: value of the senior stockholder's interest for estate tax purposes, 2. to shift potential **future** appreciation to younger members, and 3. to insure an adequate income to the senior **member** and surviving spouse. Achieving this at the smallest possible income and **gift** tax cost requires the **preferred** stock to have a value comparable to a large part of the fair market value....

21/3,K/32 (Item 30 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00149046 81-18923

**Single-Item Fragrances Accompany 'Value' Sets as Yule Favorites/Marketers Give Yule '81 the Midas Touch**

Popovich, Elizabeth; Raab, Andrea  
Product Marketing v10n7 PP: 1, 15, 31-33 Jul 1981  
ISSN: 0147-3379 JRNL CODE: PDM

...ABSTRACT: have traditionally relied upon festively packaged gift sets,



but market analysis has revealed that many **customers prefer** single-item fragrance **gifts** . Thus, retailers are **selecting** Christmas offerings with attention to **customer** preference and the high rent of counter space. Many specialty stores are concentrating on individual...

21/3,K/33 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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08168339 Supplier Number: 66812240 (USE FORMAT 7 FOR FULLTEXT)  
**Get a Strategy Now for Business Holiday Gift Giving.(Tiffany and Co.; WishClick Inc.) (Brief Article)**  
APPLEGATE, JANE  
Los Angeles Business Journal, v22, n43, p26  
Oct 23, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 1066

... Both Amazon and WishClick.com plan to launch services this holiday season that will allow **gift** -givers to e-mail their **recipients** , asking that they fill out **profiles** and choose favored items.

New age of gift giving

If you think business gifts must...

...it's a real howl.

For the absolute last-minute, no-muss and no-fuss **gifts** , consider online currency and **gift** certificates. Flooz.com is an entire Web site designed for this purpose, and it's...

...to use. You buy the Flooz, the recipient gets an email and they choose their **gift** from a selection of partner stores including Martha Stewart, Godiva, Barnes & Noble, Philosophy and others...

...or all, of the Flooz you give can, be given to the charity of a **person** 's **choice** through its Web site connection to charitableway.com.

Jane Applegate is the author of "201...

21/3,K/34 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07758859 Supplier Number: 64428134 (USE FORMAT 7 FOR FULLTEXT)  
**Profiling changing face of charitable giver.(Chris Boggs) (Brief Article) (Statistical Data Included)**  
Barlow, Saideh  
Indianapolis Business Journal, v21, n22, p8  
August 14, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article; Statistical Data Included  
Document Type: Magazine/Journal; Trade  
Word Count: 953

... viewing a presentation from CICF's Laura Hansen Dean, senior legal counsel and director of **gift** planning.

He **preferred** the fund's flexibility in allowing him to **select recipients** .

"I knew I wanted to give, but not to whom, and the donor-advised

fund...

21/3,K/35 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07753169 Supplier Number: 64786136 (USE FORMAT 7 FOR FULLTEXT)  
**Belk, Inc. Chooses Blue Martini Software for E-Commerce Initiative.**  
PR Newswire, pNA  
August 29, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 968

... the Blue Martini Customer Interaction System, including the software's gift registry feature, so that **customers** can **select** and register for **preferred gift** items online.  
In the first phase, the site will seek to drive business to local...

21/3,K/36 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07656290 Supplier Number: 63784216 (USE FORMAT 7 FOR FULLTEXT)  
**Ecount's Shop-Anywhere Webcertificates Now Available at Egreetings.com; Offers Gift-Givers a One-Stop-Shop for Any Occasion.**  
Business Wire, p2209  
August 1, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 591

... 1.5 million online merchants on the Web. Plus, with the plastic Webcertificate Shopping Card, **recipients** can also take their gifts offline to spend at any brick and mortar retailer that **accepts** MasterCard. So, for the **gift** giver who is looking for a quick, personalized gift that lets the **recipient choose** whatever gift he or she desires, a Webcertificate is the perfect solution.  
"Egreetings.com offers...

21/3,K/37 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07346581 Supplier Number: 62025107 (USE FORMAT 7 FOR FULLTEXT)  
**Spam's Good Twin. (Industry Trend or Event)**  
KUEHL, CLAUDIA  
Internet World, v6, n9, p31  
May 1, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2271

... Forbes during his presidential run. People who forwarded the message to five friends received a **gift**, says Jay Stevens, director of marketing; each **recipient** could also opt to receive **future** mailings. "It's a very, very effective way to grow your list," Stevens says.

Such...do it," says Jim Williams of ClickAction. "You give them that comfort level."

3 Remind **customers** that they've **chosen** to hear from you, and build your brand by including the name of your company...

21/3,K/38 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07189470 Supplier Number: 61382937 (USE FORMAT 7 FOR FULLTEXT)  
**Intimate Brands Looks Ahead to a Promising E-Commerce Future.**  
PR Newswire, p6565  
April 7, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1081

... VictoriasSecret.com provides. Services introduced for Holiday 1999 included The Wish List, which enables a **user** to email gift hints to the giver, including color and size **preferences**; the **Gift Finder**, which helps the gift-giver **select** a unique gift for the **recipient**; and Electronic Gift Certificates, which are delivered immediately via email.  
Click and Order Transactional Capability...

21/3,K/39 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07165703 Supplier Number: 61236475 (USE FORMAT 7 FOR FULLTEXT)  
**CustoMe.com Web Site Opens the Custom Category to Consumers; CustoMe.com Offers Sellers of Custom Products and Services the Most Targeted Marketing Opportunity Ever on the Internet.**  
Business Wire, p0530  
April 4, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 446

... matching the customer's needs as he or she visits the site more frequently. The **profile** will be further enhanced this year to include **profiles** on the **gift-giving preferences** of the **customer's** family, friends -- even pets.  
A key component of the CustoMe.com model is a...

21/3,K/40 (Item 8 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07132401 Supplier Number: 60591816 (USE FORMAT 7 FOR FULLTEXT)  
**Camdens Partners With Millsport to Promote Corporate Gift Giving Service in Connection With Sports Events.**  
Business Wire, pl212  
March 24, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 310

... www.camdens.com e-commerce site and highly personalized account management services. These services include **Recipient 's Choice** (TM), which allows **recipients** to decide which **gift** they **prefer** from an individually **selected** basket of **choices**, and customized arrangements for delivery or thank-you notes. Camdens also supports internal corporate gift...

**21/3,K/41 (Item 9 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07123597 Supplier Number: 60106817 (USE FORMAT 7 FOR FULLTEXT)  
**BIG GESTURES. (Brief Article) (Statistical Data Included)**  
Brodsky, Renatt; Palmieri, Jean E.  
Daily News Record, p17  
March 3, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article; Statistical Data Included  
Document Type: Magazine/Journal; General Trade  
Word Count: 591

... guys with even bigger hearts." In each of its 21 stores around the country a **customer** was **chosen** to receive a \$500 Rochester **gift** certificate and a \$1,000 donation to his favorite charity.

On Tuesday, customer Arthur Georges was the lucky **recipient**. A shopper at Rochester for the **past** five years, Georges was selected as the person "who does the most for the community..."

**21/3,K/42 (Item 10 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07037334 Supplier Number: 59536544 (USE FORMAT 7 FOR FULLTEXT)  
**WebTrendsEnterprise Solutions Provide eBusiness Intelligence to E-Tailer**  
**Sites Reporting Up to a 300% Increase in Valentine's Day Traffic.**  
Business Wire, p1219  
Feb 17, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1075

... Eli Shapira, CEO of WebTrends Corporation. "We are excited to see leading e-tailers **choosing** WebTrends' comprehensive eBusiness Intelligence and Systems Management solutions to track **customer** trends, optimize site performance and maximize eBusiness **success**."

"RedEnvelope **Gifts** Online's sophisticated and targeted marketing campaign focused on bringing consumers to the site,"

**21/3,K/43 (Item 11 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07003364 Supplier Number: 59219424 (USE FORMAT 7 FOR FULLTEXT)  
**Computer Software Innovations, Inc. Announces a Virtual Onscreen 'Party'**  
**Which Minimizes Gift Return Problems for E-tailers; Demo Site at:**  
**www.WishGiftOnline.com.**

Business Wire, p0538  
Feb 7, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 406

... cash from an ATM/bank with a debit/check card. Returns are minimized because the **recipient chooses to accept** or exchange each **gift** before it is shipped. An automated "thank you" note is generated and personalized...

21/3,K/44 (Item 12 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06994112 Supplier Number: 59171249 (USE FORMAT 7 FOR FULLTEXT)  
**AUSTRALIAN NEWSPAPER HIGHLIGHTS - FEB 2, 2000.**  
AsiaPulse News, p0762  
Feb 2, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1152

... and reconciliation commission to investigate Indonesian-backed atrocities in East Timor; Australian International Olympic Committee **member** Kevan Gosper suggests a fraudulent base for allegations that he **accepted gifts** from the Salt Lake Olympics bid.  
- High **profile** solicitor John Marsden accused of brutally raping an 11-year-old boy; Reserve Bank tipped...

21/3,K/45 (Item 13 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06907549 Supplier Number: 58063193 (USE FORMAT 7 FOR FULLTEXT)  
**Sales pros find it's better to give.**  
Selling, p1  
Nov, 1999  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 473

... to accept presents, according to survey respondents. Two exceptions to the rule: government employees and **customers** who work in the finance field. Federal anti-bribery law forbids these individuals to **accept gifts**.

Sales reps tend to discount gender when **selecting** gifts for **customers**. Seventy-two percent say a customer's gender has no influence on **choice** of gift. However, sales reps don't necessarily give the same present to everyone. Fifty...

21/3,K/46 (Item 14 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06859310 Supplier Number: 58107081 (USE FORMAT 7 FOR FULLTEXT)  
**CardEx Announces New Gift Certificate Partners for 1999 Holiday Season.**

PR Newswire, p8315  
Dec 9, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 465

... can select the merchants for the gift certificates they wish to award, or they may **choose** the CardEx Gift Certificate Card, which enables **recipients** to **choose** gift certificates from their own **preferred** merchants.

All CardEx **gift** certificates are available in denominations of \$25 and are delivered to buyers overnight.

In addition...

21/3,K/47 (Item 15 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06807447 Supplier Number: 57574870 (USE FORMAT 7 FOR FULLTEXT)

**Making the Most Of Contract Managers. (managing IT outsourcing contracts) (Industry Trend or Event) (Brief Article)**

Wexler, Joanie  
Computerworld, p76(1)  
Nov 15, 1999

Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Tabloid; Trade  
Word Count: 113

... in the bud.

n Reward contract managers for being proactive in troubleshooting.

n Limit the **acceptance** of **gifts** or bonuses.

n Require staff to document potential conflicts of interests, including a family **member** working for a **selected** vendor company.

--...

21/3,K/48 (Item 16 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06796347 Supplier Number: 57474929 (USE FORMAT 7 FOR FULLTEXT)

**Ancestry.com, Inc. Launches E-Commerce Solution for MyFamily.com; Leading Family Community Introduces Premier Online Gift-Giving Resource.**

PR Newswire, p1484  
Nov 10, 1999

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 824

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...offering private wish lists among family members and providing personalized gift-giving recommendations. Generated from **customer profiles**, users will be reminded of gift-giving events and provided with insight into the **gifts** **preferred** by loved ones.

21/3,K/49 (Item 17 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06555442 Supplier Number: 55411528 (USE FORMAT 7 FOR FULLTEXT)

**Creating a compelling online experience.**

BURKE, KEN

Catalog Age, v16, n9, p109

August, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 860

... special offer, or a digital coupon to the e-mail reminders.

\* Shopper's buddy allows **customers** to **choose** from a list of personality traits and product **preferences** that describe a **gift recipient**, then searches the site to recommend appropriate gifts.

\* Virtual model technology enables users to create...

**21/3,K/50 (Item 18 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

06316748 Supplier Number: 54553419 (USE FORMAT 7 FOR FULLTEXT)

**Florida Secretary of State Unveils \$5 Million Gift From Bill and Melinda Gates.**

PR Newswire, p3289

May 5, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 740

... know we can make access to knowledge and information a reality for all of the **people** of Florida," Faris said.

Little, who **accepted** the Foundation's **gift** on behalf of Florida's librarians, praised the Foundation for its foresight in **choosing** public libraries as its conduit.

"Equal access to learning is a fundamental tenet of a...

**21/3,K/51 (Item 19 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

05995066 Supplier Number: 53369775 (USE FORMAT 7 FOR FULLTEXT)

**'Tis the Season: A Holiday Gift-Giving Guide for Small Businesses.**

PR Newswire, p3814

Dec 9, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 797

... on their work by expressing gratitude and appreciation for a job well done during the **previous** 12 months.

The month of December also is a time of year for small businesses to express their appreciation to **customers** and vendors who have contributed to the **success** of the company. A **gift** sent during the holiday season allows small business owners to build **customer** loyalty by recognizing **customers** for their business, and helps keep employees centered on the work at hand. These tokens...

21/3,K/52 (Item 20 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05400992 Supplier Number: 54554635 (USE FORMAT 7 FOR FULLTEXT)  
**ROLLING TOBACCO.**  
Woodward, Guy  
Precision Marketing, p8(1)  
Jan 6, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 353

... local press in the North West, whereby smokers could send in vouchers to claim free **gifts** (PM, July 8).

Key Communications **successfully** built up a database detailing **customers** ' smoking habits which Bryant and May hopes to use for mailshots in the **future** .

Rothmans has gone one step further by tempting smokers with offers of free packs of...

21/3,K/53 (Item 21 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05244726 Supplier Number: 47995123 (USE FORMAT 7 FOR FULLTEXT)  
**Internet Access: Internet Retailer Spree.com Sues Sprint for "Reverse Domain Name Hijacking"**  
EDGE, on & about AT&T, pN/A  
Sept 22, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 566

... Gift Shop also features a reminder service and Spree.com's customized "Gift Assistant," which **selects gifts** based on the **recipient 's preferences** . All of that is combined with a cross-store "SmartCart" that carries **customer** 's purchases from store to store. Spree.com is located on a 35-acre campus...

21/3,K/54 (Item 22 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05238844 Supplier Number: 47987327 (USE FORMAT 7 FOR FULLTEXT)  
**Internet Retailer Spree.com Sues Sprint for "Reverse Domain Name Hijacking".**  
Business Wire, p9181000  
Sept 18, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 599

... Gift Shop also features a reminder service and Spree.com's customized "Gift Assistant," which **selects gifts** based on the **recipient 's preferences** . All of that is combined with a cross-store



"SmartCart" that carries **customer** 's purchases from store to store.  
Spree.com is located on a 35-acre campus...

21/3,K/55 (Item 23 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05069219 Supplier Number: 47441762 (USE FORMAT 7 FOR FULLTEXT)  
**Crowne Plaza Hotels and Resorts Offers Triple Miles to American Airlines  
AAAdvantage Members**  
PR Newswire, p0603ATTU016  
June 3, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 374

... privileges, including complimentary room upgrades, extended  
check-out, and the opportunity to collect Crowne Plaza **Preferred** Points  
redeemable for merchandise, retail **gift** certificates and hotel awards.  
**Members** also have the option of collecting frequent flyer miles -- instead  
of points -- from their **choice** of 21 global frequent flyer programs.  
Located in major urban centers and gateway cities around...

21/3,K/56 (Item 24 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05041099 Supplier Number: 47400417 (USE FORMAT 7 FOR FULLTEXT)  
**Gateway Announces MarketBuilder(TM) 2.0 With Gift Registry Functionality  
Complete View of Customer Relationships Enhances One-to-One Marketing**  
PR Newswire, p520LATU034  
May 20, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 766

... find more best customers just like them. Retailers can capture and  
share comprehensive information about **customer profiles**, purchase  
patterns, and complete **customer gift**, merchandise, contact and privacy  
**preferences**. They can construct loyalty and life event campaigns unique to  
products, services and **customers**. And implement profitable merchandising  
and marketing strategies with recency, frequency, monetary, market basket,  
and gift...

21/3,K/57 (Item 25 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

04906568 Supplier Number: 47214747 (USE FORMAT 7 FOR FULLTEXT)  
**RETAILING: Buying Into The Web**  
Girishankar, Saroja  
CommunicationsWeek, p1  
March 17, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 904

... and tools with video and voice clips, as well as animated graphics, in the near **future**. A **customer** service program aimed at collecting information about buying **preferences** offers an online shopping and **gift** registry over Penney's Web-based home pages.

The initial phase of the project involved...

**21/3,K/58 (Item 26 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04801321 Supplier Number: 47065090 (USE FORMAT 7 FOR FULLTEXT)

**March on Atlanta**

Bernard, Shalyn

HFN The Weekly Newspaper for the Home Furnishing Network, p21

Jan 27, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; General

Word Count: 568

... array of products.'

Vendors said the textiles portion of the market could become even more **successful** as more **gift** buyers discover it. 'As more and more **people** find out about the textiles section, we hope the traffic **picks up**,' commented Bruce Andreozzi, president of Necessities. 'There definitely is more traffic than there has...

**21/3,K/59 (Item 27 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04792690 Supplier Number: 47053163 (USE FORMAT 7 FOR FULLTEXT)

**Crowne Plaza Hotels and Resorts Offer Triple Miles to Delta SkyMiles Members**

PR Newswire, p120ATM012

Jan 20, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 432

... privileges, including complimentary room upgrades, extended check-out, and the opportunity to collect Crowne Plaza **Preferred** Points redeemable for merchandise, retail **gift** certificates and hotel awards. **Members** also have the option of collecting frequent flyer miles -- instead of points -- from their **choice** of 13 global frequent flyer programs. To enroll in the program, guests can sign up...

**21/3,K/60 (Item 28 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04718748 Supplier Number: 46947394 (USE FORMAT 7 FOR FULLTEXT)

**Crowne Plaza Preferred Program Awards 1,000 Frequent Flyer Miles to New Enrollees**

PR Newswire, p1204ATW009

Dec 4, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade  
Word Count: 436

... privileges, including complimentary room upgrades, extended check-out, and the opportunity to collect Crowne Plaza **Preferred** Points redeemable for merchandise, retail **gift** certificates and hotel awards. **Members** also have the option of collecting frequent flyer miles -- instead of points -- from their **choice** of 13 global frequent flyer programs. To enroll in the program, guests can sign up...

21/3,K/61 (Item 29 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

04149926 Supplier Number: 46059210 (USE FORMAT 7 FOR FULLTEXT)  
**CROWNE PLAZA PREFERRED PROGRAM LAUNCHES IN CANADA**  
PR Newswire, p0111ATTH010  
Jan 11, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 372

... privileges, including complimentary room upgrades, extended check-out, and the opportunity to collect Crowne Plaza **Preferred** Points redeemable for merchandise, retail **gift** certificates and hotel awards. **Members** also have the option of collecting frequent flyer miles -- instead of points -- from their **choice** of 13 global frequent flyer programs. "The Crowne Plaza Preferred program is a valuable, competitive...

21/3,K/62 (Item 30 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

02473201 Supplier Number: 43263004 (USE FORMAT 7 FOR FULLTEXT)  
**DIRECTIONS**  
Beauty Counter, v0, n0, p18  
Sept, 1992  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 372

... for mid market and fine fragrance houses. The coffret does, however, have some limitations. Do **people** really want to have their purchasing decisions made for them? Or do they **prefer** to put together a **gift** set of their own **choosing** ? Certainly, this is a growing trend in the market and it's one that coffret...

21/3,K/63 (Item 31 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

01839565 Supplier Number: 42326836 (USE FORMAT 7 FOR FULLTEXT)  
**NEWS & VIEWS: Spong**  
Housewares (UK), v8, n80, p52  
Sept, 1991  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade

Word Count: 455

... and packaging expected by the purchaser - such cohesion is rare," says Mike Hutchinson.

Research indicated **successful gifts** were rare too; predictable **gifts** where the **recipient** has pre- **chosen** were considered safe but lacking in satisfaction on the part of the giver and the...

21/3,K/64 (Item 32 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

01544334 Supplier Number: 41886737 (USE FORMAT 7 FOR FULLTEXT)

**Winning with SERVICE**

HFD-The Weekly Home Furnishings Newspaper, v0, n0, p12

Feb 25, 1991

Language: English Record Type: Fulltext Abstract

Document Type: Magazine/Journal; Trade

Word Count: 1614

... registry with which Zimmerman said he hopes to widen his confirmed base of 20 million **customers**.

The registry allows **customers** to register their **gift preferences** for a special occasion into Service's computer network, which has been expanded in the **past** two years. Gift buyers at any store can purchase from the list without fear of...

21/3,K/65 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

11927755 SUPPLIER NUMBER: 59949378 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Internet joins brick and mortar to produce strong retail market.**

Seligman, Richard A.

Real Estate Weekly, 46, 26, 15

Jan 26, 2000

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 603 LINE COUNT: 00049

... when they know that a store exists where they can touch the product if they **choose**. And while consumers love to ship and receive **gifts** by mail, they **prefer** to return **gifts** in **person**.

Brick and mortar retail locations also provide a host of opportunities for image creation and...

21/3,K/66 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

10718165 SUPPLIER NUMBER: 53191936 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**IMRA PREDICTS ROSY HOLIDAY SEASON DISCOUNTERS EXPECTED TO FARE WELL.**

Vincenti, Lisa

HFN The Weekly Newspaper for the Home Furnishing Network, 1(1)

Nov 2, 1998

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 882 LINE COUNT: 00073

... season to be highly promotional. More than ever we are going to have to give **customers** compelling reasons to shop in our stores."

In fact, Kmart plans to offer **gift** sets of its hugely **successful** Martha Stewart Everyday line. **Customers** can **pick** from four gift sets (bath and kitchen towels, table linens, and bath accessories) that come...

21/3,K/67 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

10460035 SUPPLIER NUMBER: 21129556 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**CDnow Breaks New Ground for Online Shopping with Personalization Technology**  
PR Newswire, p916NYW071  
Sept 16, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 690 LINE COUNT: 00061

... Wish List, which allows customers to maintain a list of their favorite music products for **future** visits, and the Gift Registry, which is similar to traditional gift registries and allows **customers** to post their **gift preferences** online. In addition, My CDnow has introduced an innovative personal music consultant through CDnow Recommends...

21/3,K/68 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

09724288 SUPPLIER NUMBER: 19750709 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Spree.com's Partner Program Pays More Than Amazon.com or Barnes & Noble.**  
Business Wire, p9150016  
Sep 15, 1997  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 487 LINE COUNT: 00045

... Gift Shop also features a reminder service and Spree.com's customized "Gift Assistant," which **selects gifts** based on the **recipient's preferences**. All of that is combined with a cross-store "SmartCart" that carries **customer's** purchases from store to store. Spree.com is located on a 35-acre campus...

21/3,K/69 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

09384565 SUPPLIER NUMBER: 19244071 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Buying into the Web. (retailers' use of the Web and intranets as new sales outlets) (includes a related article on the impact of Microsoft's ActiveX retail store architecture) (Internet/Web/Online Service Information)**  
Girishankar, Saroja  
CommunicationsWeek, n654, p1(2)  
March 17, 1997  
ISSN: 0746-8121 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1379 LINE COUNT: 00118

... and tools with video and voice clips, as well as animated graphics, in the near **future**. A **customer** service program aimed at collecting information about buying **preferences** offers an online shopping and **gift**

registry over Penney's Web-based home pages.  
The initial phase of the project involved...

**21/3,K/70 (Item 6 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

08650164 SUPPLIER NUMBER: 18207317 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Courting the ethnic bride.**  
McAllister, Liane  
Gifts & Decorative Accessories, v97, n4, p52(5)  
April, 1996  
ISSN: 0016-9889 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2700 LINE COUNT: 00224

... the wedding day by giving her a bele plant and pink chalk,  
signifying a rosy **future** .

Asian-American gifts

According to Asian marketer Bill Imada, Imada Wang Communications  
Group, Asian families are generous wedding **gift** givers, **preferring**  
cash, jewelry and clothing. **Gift** registries are catching on with younger  
**people** , but older, non-acculturated Asians place greater value on cash.

Here are cultural cautions from...

**21/3,K/71 (Item 7 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

08619421 SUPPLIER NUMBER: 18056250 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Battling apathy with a shift in strategy. (Cosmetic, Toiletry and Fragrance  
Association's 1996 convention)**  
Fine, Jenny B.; Kagan, Cara  
WWD, v171, n42, pS8(2)  
March 1, 1996  
ISSN: 0149-5380 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2700 LINE COUNT: 00211

... need a reason to shop, and you have to give them one."

Rather than lure **customers** with promises of discounted gift sets or  
**gifts** -with-purchase, the company **prefers** to focus on its basic business.

"We've **chosen** to limit the availability of gift sets and keep it to  
only about 10 percent...

**21/3,K/72 (Item 8 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07741332 SUPPLIER NUMBER: 16658763  
**N.H. pension trustees cited for ethics lapses. (New Hampshire)**  
Star, Marlene Givant  
Pensions & Investments, v23, n5, p31(1)  
March 6, 1995  
ISSN: 1050-4974 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

...ABSTRACT: June 30, 1994, a violation of fund ethics rules. The fund's  
rules prohibit any **acceptance** of **gifts** of monetary value by system  
officials and staff **members** , but no standard for fund related travel

expenses has been established. The practice of **accepting** such **gifts** and travel perquisites has been noted in **previous** reports.

**21/3,K/73 (Item 9 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07712037 SUPPLIER NUMBER: 16663402 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Creative marketing solutions.**  
Potentials in Marketing, v28, n2, p21(8)  
Feb, 1995  
ISSN: 0032-5619 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3745 LINE COUNT: 00305

... Gyr, Buffalo Grove, IL, a leading building automation systems and controls manufacturer, needed to invite **select members** of the media to visit a hospitality suite during The ASHRAE Show, a major HVAC...the year exceeded everyone's expectations. Participation in the program increased 800 percent over the **previous** year's results. Award **recipients** said they liked being able to select their awards from more than 10,000 name...

**21/3,K/74 (Item 10 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07556677 SUPPLIER NUMBER: 16369646 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Paternalistic preferences, interpersonal transfers and reciprocity.**  
Solow, John L.  
Southern Economic Journal, v61, n2, p379(8)  
Oct, 1994  
ISSN: 0038-4038 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 4401 LINE COUNT: 00357

... individual might depend on the quantities of goods consumed by other individuals has a long **history**; Harvey Leibenstein [18] traces it back to the 19th century. Melvin Reder [23, 64] suggested that such **preferences** could lead individuals to give **gifts** of the relevant goods to the appropriate **people**. It is easy to see how this might work in the intergenerational setting, since children...

**21/3,K/75 (Item 11 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07506123 SUPPLIER NUMBER: 15724536 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Family business: the challenge of continuity. (includes article on Madison, Wisconsin's E.W. Parker shop)**  
McAllister, Liane  
Gifts & Decorative Accessories, v95, n8, p46(4)  
August, 1994  
ISSN: 0016-9889 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3470 LINE COUNT: 00275

... and other points by consultants and veteran gift retailers.  
Also key to the continuity and **future success** of the family **gift** business are the legal and financial arrangements between family

**members** : the initial setting up of the business, sharing of ownership, plans for retirement and for...

**21/3,K/76 (Item 12 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

07260156 SUPPLIER NUMBER: 15250979 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**CENTURA STARTS PROGRAM TO HELP MORE PEOPLE OWN A HOME**  
PR Newswire, p0520CH007  
May 20, 1994  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 439 LINE COUNT: 00035

... loans are more lenient on debt to income ratios and one allows some flexibility for **people** who have resolved **past** credit problems.

**Gifts** are **acceptable** as down payments -- which typically banks don't allow -- and sellers may assist with a...

**21/3,K/77 (Item 13 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06774384 SUPPLIER NUMBER: 14723733 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**SPECIAL AMWAY WEDDING, BRIDAL SHOWER AMAGIFT ALBUMS LET NEWLYWEDS CHOOSE THEIR OWN GIFTS**  
PR Newswire, p1217NYBFNS4  
Dec 17, 1993  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 468 LINE COUNT: 00038

**Recipient** s of Amagift Albums have the pleasure of **selecting** their own **gift** , reflecting their own **preferences** and lifestyles. An Amagift Album **recipient** simply **selects** a gift from the Album and mails the postage-free order back to Amway. The...

**21/3,K/78 (Item 14 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06747740 SUPPLIER NUMBER: 14520528 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Is it more than a gift? (Christmas gifts) (includes related article)**  
**(Marketing Technique Sales Promotion and Premiums)**  
Oliver, Brian  
Marketing, p39(3)  
Oct 14, 1993  
ISSN: 0025-3650 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2001 LINE COUNT: 00158

... parameters, says Smith.

"We then start looking for ideas in suppliers' catalogues. We try to **choose** stylish gifts that the **recipient** will keep and use in **preference** to competing **gifts** . Last year we gave leather desk-blotters which carried the Makita logo and the **recipient** 's initials."

When **selecting** Christmas gifts, says Smith, it is important to try to come up with something new...



21/3,K/79 (Item 15 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06739604 SUPPLIER NUMBER: 14228897 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**POWER AUTHORITY ACTS TO CUT COSTS**  
PR Newswire, p1011NY042  
Oct 11, 1993  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 731 LINE COUNT: 00058

... authorities."

The measures cover such areas as use of Power Authority-owned and leased vehicles, **selection** of bond counsel and underwriters, employee travel and living expenses, funding of special events, and **acceptance** of **gifts** by trustees and staff **members**.

"I directed our staff to review our administrative policies to determine which should be changed...

...reported to the trustees semiannually.

-- The Conflict of Interest Policy will be strengthened to bar **acceptance** under any circumstance of **gifts** having a value of \$75 or more from **persons** or entities doing business with the Power Authority or seeking to do business with it. The ban **previously** applied only to situations in which it could reasonably be inferred that the gift was...

21/3,K/80 (Item 16 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06221725 SUPPLIER NUMBER: 13884724 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The marketing of a professional service: opticians.**  
Fulop, Christina; Warren, Kevin  
International Journal of Advertising, v11, n4, p287(19)  
Fall, 1992  
ISSN: 0265-0487 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 8729 LINE COUNT: 00720

... to the services of competing opticians. On the other hand, some opticians believe that although **customers** readily **accept** the free **gift** it does not greatly affect their **choice** of optician.

A special form of promotion has been introduced specifically for contact lenses in...

21/3,K/81 (Item 17 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05920936 SUPPLIER NUMBER: 12558064 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Reassessing the role for wealth transfer taxes.**  
Aaron, Henry J.; Munnell, Alicia H.  
National Tax Journal, 45, n2, 119-143  
June, 1992  
CODEN: NLJOD6 ISSN: 0028-0283 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 13341 LINE COUNT: 01114

... wealth.

#### The Role of Bequests in Wealth.

##### Accumulation

According to the traditional life-cycle theory, **people choose** a consumption path based on the relationship between their personal rate of time preference and the rate of return they can earn on savings. If the former exceeds the latter, **people choose** to consume more when young than when old, and conversely. When the two rates are...several million dollars tax free under the current exemption of \$20,000 per year per **recipient** ; and, of course, **gifts** also transfer **future** appreciation without tax.

While planned giving is ideal for those with foresight, the private annuity...

**21/3,K/82 (Item 18 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

05812387 SUPPLIER NUMBER: 12040035 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**California water district chief resigns after grand jury raises possibility of graft. (Ed Seegmiller of the Contra Costa Water District)**

Vrana, Debora

Bond Buyer, v299, n28856, p4(2)

March 11, 1992

ISSN: 0732-0469

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 816

LINE COUNT: 00064

... Seegmiller, former general manager, John Gregg, an assistant general manager, and Don Freitas, a board **member** , all may have run afoul of conflict-of-interest laws by **accepting** more than \$250 in **gifts** from either Merrill Lynch & Co., Shearson Lehman Hutton, or Kidder, Peabody & Co., and then helping **select** underwriters for a bond financing.

Mr. Seegmiller, head of the district since 1986, resigned last...

**21/3,K/83 (Item 19 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

05768677 SUPPLIER NUMBER: 11796756 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Neuwirths. (four generations in Neuwirth Company, Inc.) (Company Profile)**

Nellett, Michelle

Gifts & Decorative Accessories, v93, n1, p160(2)

Jan, 1992

DOCUMENT TYPE: Company Profile

ISSN: 0016-9889

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 801

LINE COUNT: 00062

... thought about leaving the industry. "It's a fun business," admits Linda. "You meet nice **people** and you travel."

Like his father, however, Robert did not immediately **choose** the **gift** and accessories business. **Accepted** into the executive training program at Abraham & Straus out of college, Robert forayed into the...

**21/3,K/84 (Item 20 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

05540468      SUPPLIER NUMBER: 11529803      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The ABCs of success in a testy market. (college and university design projects; includes related articles on New York University)**  
Schreiner, Phil  
Building Design & Construction, v32, n11, p39(5)  
Nov, 1991  
ISSN: 0007-3407      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 4184      LINE COUNT: 00338

... both a blessing and a burden to many schools. Brown University, for instance, is a **historic** campus, and woe betide **anyone** who wants to tamper with its integrity. Indeed, some years ago the university **rejected** a **gift** of funds for a new building because the terms of the grant stipulated that the...

**21/3,K/85      (Item 21 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05519846      SUPPLIER NUMBER: 11551937      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The penpushers. (companies prefer tried and tested advertising gifts like pens, diaries and calendars) (Marketing Services: Sales Promotion/Premiums)**  
Oliver, Brian  
Marketing, p29(2)  
Oct 10, 1991  
ISSN: 0025-3650      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 1673      LINE COUNT: 00133

... maintained their promotional spend throughout the year."  
In most cases, say the business gift houses, **customers** are being more **selective** when drawing up lists of recipients. They are now more likely to purchase a suite of **gifts** --with the perceived value of each item tailored to match the importance or seniority of...methods, such as colour printing or embroidery.  
"Marking is becoming almost as important as the **gift** itself," says Bourne. "It can enhance or devalue the item. The way in which logos are presented on a garment can determine whether or not the **gift** will be accepted -- and kept.

Meanwhile, record companies are now offering compact discs as business **gifts** in a bid to take advantage of the growing demand for better-quality products with...

...managers have received enough pens, calculators and diaries. His company is promoting a novel business **gift** : the Wenger Swiss army knife which has a unit cost of between 4 [pounds] - 7...

...Cox, companies such as Fuji and Audi are already using the product as a branded **gift** .

Most business **gift** suppliers acknowledge that the recession has resulted in much shorter lead times. Many customers are...

...warn potential customers about the danger of running out of time. While many standard personalised **gifts** can be supplied within two to three weeks, they say, clients are advised to allow...

...Some tailor-made items can take even longer -- especially during the pre-Christmas rush.

The business **gift** suppliers say client companies can make sure everything goes according to plan by providing them...

...in advance.

Key points include: the required delivery date, the intended method of distributing the **gift** to **recipients**, the budget available, the **profile** of the **recipients**, the objective of the promotion and whether or not the **gift** needs to be heavily branded.

"The shorter the lead time allowed by the client, the...

**21/3,K/86 (Item 22 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05505753 SUPPLIER NUMBER: 11527071 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Gift shipment extravaganza from a no-frills vendor. (Integrated Software Designs Inc.'s Integrated Order Processing System)**  
Schell, Ernest H.  
Catalog Age, v8, n11, p143(2)  
Nov, 1991  
ISSN: 0740-3119 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1776 LINE COUNT: 00143

... ticket printer interface, customer look-up, salesperson tracking, sales and transaction reporting by date range, **customer** credit limit tracking, **pick** status summary by date range, **gift** item report by shipping method, batch run **gift** labels by insert code.

Fulfillment: Mailing label is pick ticket, rush/express transaction processing, process...

...rental mailing flag, recency date, tax status, discount status, auto/manual duplicate identification and customer **history** merge, **gift recipient history** list (item, price, message). With PostalWare: first, second and third class mail sorting, bag tags...

**21/3,K/87 (Item 23 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05230389 SUPPLIER NUMBER: 11312218 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Using evaluation to improve program performance.**  
Wholey, Joseph S.  
Bureaucrat, v20, n2, p55(5)  
Summer, 1991  
ISSN: 0045-3544 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3917 LINE COUNT: 00340

... answer. How well did you do in addressing the issues? Look for this column in **future** issues of the Bureaucrat.

5 C.F.R. SS 735.202(a) prohibits an employee from **accepting**, directly or indirectly, any **gift** from a **person** who has or is seeking to obtain contractual or other business with the employee's...

**21/3,K/88 (Item 24 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05220188      SUPPLIER NUMBER: 11306030      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Management software update. (includes related article on choosing the best system) (part 1)**  
Schell, Ernest H.  
Catalog Age, v8, n5, p91(4)  
May, 1991  
ISSN: 0740-3119      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 3024      LINE COUNT: 00240

... has arrived but has not been logged into the system. If an item has been **picked** up in **person**, it can be "marked-as-shipped." Items drop-shipped can be verified later as having...demographic/purchase reference field, "mail list notes" for bad debts, etc., produce list segment by **selected** codes, add ship-to address to **customer** mailing list.

Reports: Square-inch analysis, end-of-month summaries of quantity sold/YTD for...

...and returns and refunds routines have been upgraded for better tracking. Gift shipping now includes **future** ship options, and the **recipient**'s phone number can be printed on the shipping label.

Items can be priced by...

**21/3,K/89      (Item 25 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05201144      SUPPLIER NUMBER: 10401957      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Winning with Service: Service Merchandise Inc. takes care of its customers and keeps its cash flow healthy. (Cover Story)**  
Dela Cruz, Tony  
HFD-The Weekly Home Furnishings Newspaper, v65, n9, p12(2)  
Feb 25, 1991  
DOCUMENT TYPE: Cover Story      ISSN: 0746-7885      LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 1695      LINE COUNT: 00130

... registry with which Zimmerman said he hopes to widen his confirmed base of 20 million **customers**.

The registry allows **customers** to register their **gift preferences** for a special occasion into Service's computer network, which has been expanded in the **past** two years. Gift buyers at any store can purchase from the list without fear of...

**21/3,K/90      (Item 26 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05193562      SUPPLIER NUMBER: 10876437      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Bridal consulting's 10 commandments. (Merchandising Bridal Registry) (column)**  
Nixon, Doris  
Gifts & Decorative Accessories, v92, n6, p28(2)  
June, 1991  
DOCUMENT TYPE: column      ISSN: 0016-9889      LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 1522      LINE COUNT: 00110

... which you will be sending gift certificates, write a note on her registry sheet, "Bride **prefers** gift certificates," and get her to sign. This procedure will help overcome objections from **customers** who do not like to send a gift certificate. After she **chooses** all patterns and accessories, have her sign the registry form. Why? A signature denotes commitment...

21/3,K/91 (Item 27 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

05176447 SUPPLIER NUMBER: 10844645 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Changing Japanese fragrance market.**

Cosmetics International, v15, n345, p9(3)

May 10, 1991

ISSN: 0963-6137

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1903

LINE COUNT: 00149

... for this upturn in sales can be attributed to changing consumer purchasing habits. In the **past**, many **people** bought fragrance without smelling it or bought it as a **gift** regardless of the **receivers** ' fragrance **preferences**. But, an industry expert says, Nowadays, it is becoming evident that young women, particularly, want...

21/3,K/92 (Item 28 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

04899044 SUPPLIER NUMBER: 09824937 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**More than a labor of love: gender roles and Christmas gift shopping.**

Fischer, Eileen; Arnold, Stephen J.

Journal of Consumer Research, v17, n3, p333(13)

Dec, 1990

ISSN: 0093-5301

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 9829

LINE COUNT: 00806

... shopping earlier in the calendar year;

c: spend more time, on average, shopping for each **recipient** ;

d: spend less per **gift recipient** ; and

e: report greater **success** in **gift selection** than will those who are less involved.

Sex Hypotheses

If women are socialized to be...more distantly related and may invest time and energy rather than money in gifts they **select**. Finally, egalitarian men should be more **successful** with **gift selection**. Men with traditional gender-role attitudes are less likely to know **recipients** ' tastes if they perform only men's work (such as working outside the home) and...

...are purchasing gifts for less closely related individuals. Finally, they may have higher self-reported **success** in **gift selections** since they are more communally oriented and attuned to **recipients** ' tastes.

No hypotheses concerning the effect of demographic variables were developed since they were included simply...success ratio, an inverse measure in which a higher score reflects a lower proportion of **gifts** are **successfully selected** ; (4) a positive correlation between month shopping started and hours spent shopping per **recipient**, since starting earlier means more time is available; (5) negative correlations between both month shopping...

21/3,K/93 (Item 29 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

04899043 SUPPLIER NUMBER: 09824903 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Self-gifts: phenomenological insights from four contexts.**

Mick, David Glen; DeMoss, Michelle

Journal of Consumer Research, v17, n3, p322(11)

Dec, 1990

ISSN: 0093-5301

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 9076 LINE COUNT: 00747

... self-gifts fits comfortably into this trend, though self-gifts are more than just another **previously** unturned stone in the field of consumer research. Neisser (1973) has noted that **successful** interpersonal **gift** giving helps sustain a **person**'s sense of adequacy and import throughout life. Individually and incrementally, self-gifts appear to...

21/3,K/94 (Item 30 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

03938453 SUPPLIER NUMBER: 07532155 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Ethical issues: tainted money, sleazy donors and other questionable gifts.**

Josephson, Michael

NonProfit Times, v2, n11, p38(3)

Feb, 1989

ISSN: 0896-5048

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1936 LINE COUNT: 00152

... tainted money be cleansed? Do the motivations of the donor matter? Are these kind of **gifts** more **acceptable** if the source is kept anonymous or actually concealed?

A **person** or organization with integrity cannot be bought. They make hard **choices** without sacrificing principles or undermining trust.

The integrity of philanthropic organizations is frequently measured by...

21/3,K/95 (Item 31 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB  
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03932969 SUPPLIER NUMBER: 07330308 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The sacred and the profane in consumer behavior: theodicy on the odyssey.**

(how consumer behavior reflects the secularization of religion and the sacralization of the secular)

Belk, Russell W.; Wallendorf, Melanie; Sherry, John F., Jr.

Journal of Consumer Research, v16, n1, p1(38)

June, 1989

ISSN: 0093-5301

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 29210 LINE COUNT: 02369

... gave it  
to her (later, off camera, her father tells her it was him).  
Often **people** will give her gifts of key chains or Mickey  
Mouse items. Although she appreciates the **gifts**, she

would **prefer** to **pick** out the things for her collection herself. That way she can **pick** out the things that she likes. She doesn't know how to explain

**21/3,K/96 (Item 32 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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03914299 SUPPLIER NUMBER: 07608355 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Zoo Atlanta rises again.**

Alexander, Douglass  
Fund Raising Management, v20, n3, p18(5)  
May, 1989

ISSN: 0016-268X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2891 LINE COUNT: 00225

... solicitations. (Three board members also on the FOZA board already pledged their gifts during the **previous** solicitation.) This again was **successful** with 100 percent participation.

Lead **Gifts** Phase

There were some 34 **members** of the board at this time, and the additional \$100,000 needed was exceeded by...

**21/3,K/97 (Item 33 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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03874520 SUPPLIER NUMBER: 07178488 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Chicago's Northern Trust announces \$1 million Centennial Fund for Education. (Centennial Fund for the Education of Children)**

PR Newswire, 0413NY063  
April 13, 1989

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 349 LINE COUNT: 00029

... five Northern Trust individuals will consult with the executive committee of the community trust in **choosing recipients** of monies from the fund.

**Accepting** the **gift** was James F. Bere, chairman of the Chicago Community Trust's executive committee. Bere said...

**21/3,K/98 (Item 34 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

03711442 SUPPLIER NUMBER: 06742858 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Is it really the thought that counts? Purpose, not price, seems to be the major determinant in executive gift giving. (Special Supplement; includes related article)**

Bryan, Dawn; Morgan, T. Allen; Lavenson, Jim  
Sales & Marketing Management, v140, n13, p81(12)  
Oct, 1988

CODEN: SMMAD ISSN: 0163-7517 LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
WORD COUNT: 5150 LINE COUNT: 00416

... they may order items of a certain value for each client category as



well as **select** a gift for themselves.

\* Employees may distribute **gifts** to the needy instead of **accepting gifts** for themselves,

\* An inside corporate gift manager (usually **someone** in the human resources or public relations departments, the vice president for administration, or the...

21/3,K/99 (Item 35 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2005 The Gale Group. All rts. reserv.

03673759 SUPPLIER NUMBER: 06509282 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Barneys: a unique buyer. (specialty store markets unusual skin treatment products) (Treatment Products supplement)**

Monahan, Julie

WWD, v156, n15, pT8(1)

July 22, 1988

ISSN: 0149-5380

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 965

LINE COUNT: 00078

... Holding fast to the cool respectability of an English haberdashery, Barneys keeps a low promotional **profile** in the cosmetics department.

Purchase-with-purchase promotions are **rejected**, Hilhouse said.

"Our g's ( **gifts** -with-purchase) are not used as an incentive to get **customers** to buy," Pressman said, adding that a saleswoman will mention the gift after the sale...

21/3,K/100 (Item 1 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00834099

**Unique and exotic packaging of its confectioneries keeps sales sweet at**

**Plumbridge (New York), a 99-yr-old confectioner.**

Advertising Age October 25, 1982 p. 66E1

...assure customers they were receiving the freshest products possible. Plumbridge keeps a record of its **customers** ' birthdays, candy **preferences** and a list of **gifts** that **previously** have been sent to them. It also will design gifts specifically to a client's...

21/3,K/101 (Item 2 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00456639

**Do not permit employees to accept expensive gifts from suppliers or customers.**

Professional Report November, 1978 p. 25

... sent to suppliers and customers (where applicable), thanking the recipient for the association in the **past** and expressing hope that the relationship will continue--and pointing out that company policy forbids employees from **accepting gifts** from business contacts. Sending this type of notice as a printed letter gives each **recipient** the idea that it is addressed to everyone, and not just to him. The procedure...

21/3,K/102 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

01857058 SUPPLIER NUMBER: 17420440 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Adding behaviors to relational databases.**

Burleson, Don

DBMS, v8, n10, p68(5)

Sep, 1995

ISSN: 1041-5173

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2903 LINE COUNT: 00269

... five percent discount on his/her total order amount In addition, the order amounts of **preferred customers** are tracked and special **gifts** are awarded to all **preferred customers** who order more than \$5000 per year. The preferred **customer** may **choose** between a watch or a briefcase.

To extend the dictionary to allow for new classes...

21/3,K/103 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

02834447 Supplier Number: 45747058 (USE FORMAT 7 FOR FULLTEXT)

**BUILDERS SQUARE LAUNCHES REGISTRY**

Chain Store Age Executive Fax, v2, n35, pN/A

August 28, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 71

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...would rather receive a chain saw than Waterford now have a place to register their **preferences**. Builders Square has launched a **Gift** Registry program, allowing couples (or **anyone** seeking gifts for any occasion) to **select** desired home improvement items and enter the list into a central computer database. Gift givers...

21/3,K/104 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

01615672 Supplier Number: 42473178 (USE FORMAT 7 FOR FULLTEXT)

**New Pentagon Effort To Revamp Ethics**

Defense Week, v12, n44, pN/A

Oct 28, 1991

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 960

... given to Pentagon officials based solely on their professional position.

But in a departure from **past** practice, the controversial rules also would allow military officials to **accept** unsolicited **gifts** worth \$25 or less from **anyone** --including the contractors whose programs they oversee.

The Joint Ethics Regulation effort was launched last...

?

Set	Items	Description
S1	116460	GIFT? ? OR EGIFT? ? OR (BIRTHDAY OR ANNIVERSARY OR WEDDING OR MARRIAGE OR CHRISTMAS OR XMAS) (1N) PRESENT? ?
S2	163633	RECIPIENT? OR RECEIVER? OR CELEBRANT? ?
S3	4246879	SENDER? OR PERSON? ? OR MEMBER? OR SOMEONE OR CUSTOMER? OR ANYONE OR PEOPLE OR USER
S4	2379418	ACCEPT? OR REJECT? OR PREFER? OR SUCCESS?
S5	1732463	SELECT? OR CHOOS? OR CHOSE? OR CHOICE? OR PICK?
S6	3300117	HISTOR? OR PAST OR PREVIOUS? OR FUTURE
S7	4181774	ONLINE OR ON()LINE OR INTERNET OR INTRANET? OR NETWORK? ? - OR SERVER? ? OR WEB? OR PORTAL? OR WWW OR CYBER? OR ELECTRONI- C?
S8	2138	S1(5N)S6
S9	365	S8(25N) (S2 OR S3)
S10	108	S9(S)S7
S11	58	S10 NOT PY>2000
S12	57	RD (unique items)

? show file

File 476:Financial Times Fulltext 1982-2005/May 26  
(c) 2005 Financial Times Ltd

File 610:Business Wire 1999-2005/May 27  
(c) 2005 Business Wire.

File 613:PR Newswire 1999-2005/May 27  
(c) 2005 PR Newswire Association Inc

File 624:McGraw-Hill Publications 1985-2005/May 26  
(c) 2005 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2005/May 25  
(c) 2005 San Jose Mercury News

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

12/3,K/1 (Item 1 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00430664 20001219354B8762 (USE FORMAT 7 FOR FULLTEXT)  
**CRS Retail Systems and Planet Technology Solutions Partner to Add Radio Frequency Functionality to the CRS Product Line**  
Business Wire  
Tuesday, December 19, 2000 11:01 EST  
JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 482

TEXT:  
...POS application. CRS and Planet software engineers designed the mobile solutions such that CRS' existing **customers** , as well as new **customers** , can take advantage of the mobile solutions. **Future** development may include wireless **gift** registry and inventory management functions. David Schmeltzle, VP of Product Development at Planet, comments, " We...  
  
...held and has over 170 employees.  
Information about CRS Retail Systems can be found at [www .CRS-Retail.com](http://www.CRS-Retail.com).

12/3,K/2 (Item 2 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00427988 20001214349B6056 (USE FORMAT 7 FOR FULLTEXT)  
**Kozmo.com Guarantees Gift Delivery Even After Traditional Ground Shipping Deadline Has Passed Kozmo's Unique Gift Service Ready for Crush of Last-Minute Shoppers**  
Business Wire  
Thursday, December 14, 2000 10:19 EST  
JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 456

TEXT:  
According to industry analysts, this week is the deadline for most **online** retailers to guarantee ground delivery by Christmas Day -- except for **customers** who order from Kozmo.com.  
  
Kozmo.com, the leader in **Internet** -to-you delivery service, announced today that it can guarantee **gift** delivery of orders placed **past** the traditional ground shipping deadline to **anyone** in the 11 Kozmo cities throughout the United States -- even orders placed on Christmas Day.

12/3,K/3 (Item 3 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00425036 20001211346B3066 (USE FORMAT 7 FOR FULLTEXT)

**Almost Half of Americans are Insecure About Holiday Gift Choices, Survey Shows-Putting The Gift Decision Into The Hands Of The Receiver, Not The Giver A Popular Option**

Business Wire

Monday, December 11, 2000 07:59 EST

JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,379

...given the money for it very appealing (48%).

"We were curious as to whether our **online** person-to-person funds transfer service, c2it, would help solve some of the season's...

...were actually surprised when the survey showed 61% of respondents have given money as a **gift** over the **past** year," commented A. Sami Siddiqui, CEO of c2it.

" **People** are really migrating to the **Internet** to manage a variety of their financial and lifestyle needs, and the convenience provided by...

12/3,K/4 (Item 4 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00411268 20001116321B9069 (USE FORMAT 7 FOR FULLTEXT)

**Yahoo! Shopping Welcomes Brand Name Retailers saksfifthavenue.com, Target, Circuit City, JCPenney.com, eToys, Handspring and Crutchfield as Featured Merchants-Three Quarters of Yahoo! Users Intend to Conduct Their...**

Business Wire

Thursday, November 16, 2000 07:55 EST

JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 960

...than \$200  
online

-- Four out of ten respondents (41 percent) said they have purchased something **online** in the **past** month

-- **Gift** suggestions or recommendations will be used by nearly half (47 percent) of the **people** polled

Load Up the Sleigh at Yahoo! Shopping's Gift Center  
Yahoo! Shopping's new...

12/3,K/5 (Item 5 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00398249 20001031305B5569 (USE FORMAT 7 FOR FULLTEXT)

**GiftCertificates.com Announces New Merchant Clients for Enablement**

**Technology Service-ACE Hardware, Pacific Sunwear and Others Join Program to Extend Reach onto the Internet and Generate Incremental Business via Online Gift Certificate Sales**

Business Wire

Tuesday, October 31, 2000 09:42 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 830

...expense

and drain on our IT resources," said Glenn Wilk, director of e-commerce and **online** marketing for PacSun.com (Pacific Sunwear).

"GiftCertificates.com's

solution offered us an affordable way to effectively increase our sales, enhance our brand **online** and lower customer acquisition costs, all while delivering a great-looking product to our customer...

...additional investment in technology."

Using GiftCertificates.com's Digital Enablement solution, merchants can offer

their **customers** the following features when making their gift certificate purchases: personal messages, e-greeting cards, address books, gift reminders, advance schedule delivery, **gift** certificate balance lookup, and order **history**.

Other merchants currently using GiftCertificates.com's Digital Enablement solution include new clients ShopSports.com...

**12/3,K/6 (Item 6 from file: 610)**

DIALOG(R)File 610:Business Wire

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00391466 20001023297B8647 (USE FORMAT 7 FOR FULLTEXT)

**Thor Ventures Corp. Begins Trading On the Frankfurt and Berlin Exchanges**

Business Wire

Monday, October 23, 2000 12:47 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 323

...contingent upon completion of due diligence, shareholder approval and final documentation.

**About Forsomeonespecial**

Through an **Internet** -based user experience, Forsomeonespecial provides personalized shopping assistance that caters to individual gift-giving profiles...

...that are appropriate to the occasion. In addition to providing opportunities to shop for gifts **online** through a simple e-commerce interface, gift selections are available from local retailers and suppliers.

The gift-giving experience is enhanced by delivery in exquisite custom gift boxes and **customer** satisfaction is assured by same-day delivery service. This

on-demand delivery service is a significant competitive advantage over other  
gift -giving sites.

Except for **historical** information contained herein, the statements in this  
Press Release are forward-looking statements that are...

12/3,K/7 (Item 7 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00321393 20000717199B3147 (USE FORMAT 7 FOR FULLTEXT)  
**OrderTrust Delivers Order Management Services for BabyStripes.com; Leading Internet Retailer of High-Quality Baby Gifts and Accessories Outsources Order Management Back-End to OrderTrust**  
Business Wire  
Monday, July 17, 2000 09:08 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 658

TEXT:  
...breed outsourced order management services  
that will continually scale to meet their growth and enable **online**  
merchants  
to focus on providing superior customer service as their distinctive  
competency."  
Building upon BabyStripes...

...Special services on the site include a gift registry, personal accounts  
to  
track orders, a **gift history** and e-mail reminders for special  
occasions. In  
addition, a toll free number is available to consumers looking for  
personalized **customer** service and gift giving advice.

12/3,K/8 (Item 8 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00303827 20000619171B4741 (USE FORMAT 7 FOR FULLTEXT)  
**NetGift Goes Wireless With Scarab Software**  
Business Wire  
Monday, June 19, 2000 10:03 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 496

TEXT:  
...a service company that partners with e-commerce companies to  
adapt their products to new **Internet** markets, will build and host  
NetGift's  
wireless commerce applications. "We are really excited about NetGift's  
**future**  
in **gift** registries for **people** on the go," said Todd Cobin of Scarab  
Software.  
"Combining our expertise in emerging **Internet** devices with NetGift's

system  
will help NetGift extend their lead as the leading **Internet** gift registry  
**network** and win in new **Internet** markets."

12/3,K/9 (Item 9 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00269866 20000502123B0339 (USE FORMAT 7 FOR FULLTEXT)  
**The Perfect Gift for Mom is Only a Click Away With the Debut of Shop@AOL's  
Mother's Day Catalog**  
Business Wire  
Tuesday, May 2, 2000 08:31 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 753

...location, featuring unique gifts that  
are sure to pamper, spoil, and please Moms everywhere.

The **online** shopping momentum is running strong, demonstrated by the \$3.9  
billion spent **online** by AOL members in the first three months of this  
year  
alone, surpassing AOL's \$2.5 billion in **online** retail sales during the  
1999  
holiday shopping season, traditionally the strongest retail period of the  
year.  
An increased number of shoppers are going **online** to make purchases, with  
fifteen million AOL **members** -- 70% of all AOL **members** -- making an  
**online**  
purchase within the **past** six months.

Popular **gift** categories on Shop@AOL see a steady increase in traffic  
around  
special holidays. Mother's Day has been one of the most important holidays  
for  
**online** retailers, consistently ranking in the top three holidays bringing  
AOL  
members **online** to shop.

Indicating the increased popularity of online shopping as a solution to  
finding the...

12/3,K/10 (Item 10 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00266730 20000427118B7050 (USE FORMAT 7 FOR FULLTEXT)  
**BabyStripes.com Site Enters The Worldwide Web as Premier Online Source for  
Distinctive, High-Quality Baby Gifts**  
Business Wire  
Thursday, April 27, 2000 11:03 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 760

...is designed for ultimate ease of use,  
including the ability to send gifts to different **recipients** in a single



shopping session."

BabyStripes.com also allows users to create a personal account to track orders, keep a **gift history** and receive email reminders for special occasions.

**Online** guidance in gift selection is built around popular categories like Furnishings, Theme Collections, Classic Gifts...

**12/3,K/11 (Item 11 from file: 610)**

DIALOG(R)File 610:Business Wire

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00212741 20000310070B9154 (USE FORMAT 7 FOR FULLTEXT)

**Corporate Profile for zebramart.com, inc., dated March 10, 2000**

Business Wire

Friday, March 10, 2000 06:04 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 206

...6955

Industry: Internet Retailer

Trading Symbol/

Exchange: OCT BB: ZMRT

Company description: zebramart.com, the **Internet** 's premier luxury shopping

club, offers upscale contemporary merchandise in a variety of lifestyle categories. These categories include: Women's, Men's, zebrakidz, Spa, Executive, Home, Pets, Travel, **Electronics** , Watches, Sport, Occasions, Smoke

and Zebra boutique.

Additionally, zebramart.com offers its **members** zebrapoints, a unique program

which rewards **members** for shopping on the site. Zebrapoints can be applied

toward **future** purchases like **gift** certificates or exchanged for frequent

flyer miles on participating airlines.

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**12/3,K/12 (Item 12 from file: 610)**

DIALOG(R)File 610:Business Wire

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00212454 20000309069B8869 (USE FORMAT 7 FOR FULLTEXT)

**zebramart.com Announces Planned Legal Action**

Business Wire

Thursday, March 9, 2000 15:57 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 245

...of zebramart.com, its

investors and employees was his highest priority.

zebramart.com is an **Internet** -focused luxury shopping club. Headquartered in Atlanta, the membership-based **web** site offers its members an expansive selection of consumer products for home and personal use...

...also features exceptional editorial content from a variety of contributors. Additionally, zebramart.com offers its **members** zebrapoints, its exclusive profit-sharing program which rewards **members** for shopping on the site. Zebrapoints can be applied toward **future** purchases like **gift** certificates or exchanged for frequent flyer miles on participating airlines.

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**12/3,K/13 (Item 13 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00206069 20000301061B2164 (USE FORMAT 7 FOR FULLTEXT)  
**(ZMRTE) zebramart.com Announces Marketing Alliance With Promotions.com**  
Business Wire  
Wednesday, March 1, 2000 12:08 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 453

...Pets,  
Travel, Electronics, Watches, Sport, Occasions, Smoke and Zebra boutique.

Additionally, zebramart.com offers its **members** zebrapoints, a unique profit-sharing program which rewards **members** for shopping on the site. Zebrapoints can be applied toward **future** purchases like a **gift** certificates or exchanged for frequent flier miles on participating airlines. zebramart.com's **web** site is located at **www.zebramart.com**

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CONTACT...

**12/3,K/14 (Item 14 from file: 610)**  
DIALOG(R)File 610:Business Wire  
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00203223 20000228059B8963 (USE FORMAT 7 FOR FULLTEXT)  
**buyroad.com Launches, Shifting the Internet's Competitive Landscape**  
Business Wire  
Monday, February 28, 2000 08:15 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,096

...the most attractive environment, buyroad created MyRoad as a completely secure destination within buyroad for **members** to manage billing and shipping addresses, credit card information, order **history**, and a **gift** registry. **Members** enter information once to shop and interact anywhere and everywhere in the buyroad **network**. **Members** also have the ability to shop locally, easily browsing **online** stores located in their hometown or around the world. Saving Small Business

"Yes, we are...

12/3,K/15 (Item 15 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00185467 20000202033B0270 (USE FORMAT 7 FOR FULLTEXT)  
**National Big Band & Jazz Hall of Fame Unveiled -- Palm Springs, Ca. Selected for Museum Site**  
Business Wire  
Wednesday, February 2, 2000 11:35 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,038

...Jazz Hall of Fame

The National Big Band & Jazz Hall of Fame is developing interactive **web** sites at **www.jazzhalloffame.com** and **www.jazzhoo.com** that will include a wealth of interesting information for Big Band & Jazz aficionados including artist and performance information, **membership** opportunities, a **gift** shop and **history** of the genre and its legends, and a catalog featuring over 500 music collections  
CD...

12/3,K/16 (Item 16 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00184051 20000201032B1305 (USE FORMAT 7 FOR FULLTEXT)  
**Best Practices for 'e-Tail' Emerge From Holiday Growing Pains; Holiday Season Survey of Online Merchants Reveals the Traits That Separate Winners From Losers**  
Business Wire  
Tuesday, February 1, 2000 09:43 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 666

...last-minute shopping.

According to results, based on research of more than 75 catalog company **web** sites, the top-performing **online** catalog merchants offer best-practice solutions including **customer** personalization, order **history** and tracking, **gift** certificates and **gift** registry capabilities, advanced searching, the option to enter product numbers directly from a catalog, address...

12/3,K/17 (Item 17 from file: 610)

DIALOG(R)File 610:Business Wire

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00178415 20000124024B1973 (USE FORMAT 7 FOR FULLTEXT)

**American Identity Knows the Internet? You Bet! Promotional Products Giant Expands Online Offerings**

Business Wire

Monday, January 24, 2000 20:28 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 941

...comes down to delivering quality products and services on time at competitive prices."

The new **online** entity of American Identity, IdentityNow, will be a wholly owned subsidiary, which will initially specialize...

...promotional products market, but will enter other related markets, such as sales incentives and business **gifts**, in the near **future**, Henry said.

The **online** technology behind the site will provide significant **user** benefits including searchable catalogues by various categories (such as price range, date needed or product...

12/3,K/18 (Item 18 from file: 610)

DIALOG(R)File 610:Business Wire

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00162786 19991223357B0246 (USE FORMAT 7 FOR FULLTEXT)

**1999 Holiday Shoppers Bought an Average of 6.0 Gifts From Internet Merchants, Says Nationwide Survey of Online American Shoppers**

Business Wire

Thursday, December 23, 1999 16:31 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,066

...per  
gift.

Thirteen percent of these holiday shoppers spent more than \$100 on a typical **Internet** gift purchase this holiday season, while 4 percent spent more than \$500 on a typical gift item purchased on the **Internet**. But most holiday **online** shoppers (41 percent) purchased gifts in the \$26 to \$100 price range, with 33 percent spending in the \$10 to \$25 price range on a **gift**.

The survey of **past** -12-month **online** shoppers was sponsored by Los

Angeles-based PeopleSupport, a provider of **Internet customer care** for **Internet** merchants such as Reel.com, BrandsForLess.com, ArmaniExchange.com and others. The survey warns that not all **online** shoppers walked away from their keyboards with smiles on their faces.

Almost a third of...

**12/3,K/19 (Item 19 from file: 610)**

DIALOG(R)File 610:Business Wire

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00156718 19991214348B1428 (USE FORMAT 7 FOR FULLTEXT)

**mrsbeasleys.com Clears \$1M in E-Commerce Sales in Its First 40 Days Online**  
Business Wire

Tuesday, December 14, 1999 00:00 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 498

TEXT:

...for business to business gifting. The site easily accommodates gift lists in excess of 300 **recipients** and can accommodate 290,000 users per day. In addition, a private address book keeps a running record of each **customer's previous gift** orders, and consumers can return to the site over several **online** visits to complete their orders. Best of all, the new site offers special discounts for ordering **online** : 5% now and 10% after the holidays.

**12/3,K/20 (Item 20 from file: 610)**

DIALOG(R)File 610:Business Wire

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00153983 19991209343B0127 (USE FORMAT 7 FOR FULLTEXT)

**AllRecipes.com Makes Holiday Season Golden With Favorite Shared Recipes Like Gilded Chocolate Shortbread Cookies**

Business Wire

Thursday, December 9, 1999 09:23 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,097

...Chocolate Orange Cookies to Sweet Potato Latkes, AllRecipes.com's holiday page links and Christmas **web** site ( **www.christmasrecipe.com**) feature hundreds of **user** -submitted recipes, pre-planned menus, holiday **history** , **gift** ideas, tips and more. Whether it's Christmas, Hanukkah, Kwanzaa or Ramadan, AllRecipes.com covers...

**12/3,K/21 (Item 21 from file: 610)**

DIALOG(R)File 610:Business Wire

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00123576 19991020293B0165 (USE FORMAT 7 FOR FULLTEXT)

**eframes.com Creates the World's First Photo Framing Web Site; Precious Memories Previewed on the Web, Printed and Delivered in a Choice of Picture Frames**

Business Wire

Wednesday, October 20, 1999 09:01 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 549

...easy point-and-click interface allows  
novices to re-size photos and crop unneeded space

-- **Online** photo album -- a place for **customers** to share and organize  
photos as well as keep images "on ice" until a **future gift** is  
needed

-- Quick order fulfillment for holiday shoppers, new parents,  
forgetful boyfriends or **anyone** that needs a sincere gift -- fast

"We realized that digital cameras were flying off store...

12/3,K/22 (Item 22 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00115472 19991006279B0211 (USE FORMAT 7 FOR FULLTEXT)  
**Stellcom Inc. and Gifted Solutions Create Innovative Way to Purchase Gifts Online**  
Business Wire  
Wednesday, October 6, 1999 12:18 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 829

...a comprehensive, fully integrated  
suite of gift services including personalized catalogs, event  
reminders, wish lists, **gift registries, gift histories, future**  
purchase  
lists and **gift** recommendations. These services are branded with the  
licensee's brand and made available through the **Internet** to their  
visitors and **customers**.

About Stellcom

Founded in 1984, Stellcom Inc., which is based in San Diego, is a...

12/3,K/23 (Item 23 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00110032 19990927270B1537 (USE FORMAT 7 FOR FULLTEXT)  
**VeriFone E-gift Application Streamlines Electronic Payment; One Network Selects VeriFone IPS Software to Provide E-services to Merchants**  
Business Wire  
Monday, September 27, 1999 11:22 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 802

...of its consumers," said Betty Kolanczyk,  
director of retail/financial processing markets for VeriFone. "One  
**Network** 's implementation of IPS will provide merchants with a true,

end-to-end turnkey solution...

...the security of knowing that the system's open architecture will let them adapt to **future** industry needs quickly."

Unlike **gift** cards sold in stores today, IPS' real-time reporting functions via the **Internet** will provide merchants with valuable information regarding their **customers** ' shopping demographics. Using IPS technology, merchants will be able to record and track e-gift...

12/3,K/24 (Item 24 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00097918 19990831243B1415 (USE FORMAT 7 FOR FULLTEXT)  
**Booksamillion.com Enhances Web Offerings; New Features and Affiliate Program Launched**  
Business Wire  
Tuesday, August 31, 1999 13:14 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 421

TEXT:

...online shopping experience and further expand the products available from their online store.

-- An expanded **Electronic** Wallet allows **customers** to store multiple shipping addresses and multiple payment methods in their account **history** . Sending **gifts** has never been easier. **Customers** simply choose from one of the shipping addresses in their account, choose from one of...

12/3,K/25 (Item 25 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00070263 19990706187B0661 (USE FORMAT 7 FOR FULLTEXT)  
**ECandle, Inc. To Launch The World's Largest Candle Store On The Internet**  
Business Wire  
Tuesday, July 6, 1999 13:35 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 387

...most items."

eCandle, Inc. will also provide the reliability and high security necessary for making **online** purchases. The overall design of Candlemart.com provides a comfortable setting for customers to stay...

...the shopping experience more pleasant and less technical. Other areas of interest include the eCandle **Gift** Certificate, Candle **History** , Candle Facts & Tips and, coming soon, Suggest a Fragrance. The gift certificates can be **electronically** mailed to friends or family **members** so they can log on, place an order, and use the gift certificate as payment...

12/3,K/26 (Item 26 from file: 610)  
DIALOG(R)File 610:Business Wire  
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00042601 19990510130B0827 (USE FORMAT 7 FOR FULLTEXT)  
**NetGift Registry Selects USinternetworking to Develop and Manage Online All-Occasion Gift Registry Network**  
Business Wire  
Monday, May 10, 1999 15:03 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 873

...to widely scalable, secure hosting - USi  
was the obvious choice for us."

The NetGift Registry **Network** is a sophisticated, yet user-friendly, fully transactional system designed to take advantage of the...

...billion gift market. As the only all-occasion registry that will be visible anywhere by **anyone** at anytime without leaving a **portal** or retailer's **Internet** site, "the NetGift Registry **Network** is the **future** of **gift** -giving," said Furst.

The NetGift Registry **Network** , to be launched in mid-summer, is available to **anyone** who has ever struggled over what to buy a friend or family member. Consumers will...

12/3,K/27 (Item 27 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00040331 19990505125B1151 (USE FORMAT 7 FOR FULLTEXT)  
**AOL Reports Around-the-Clock Shopping as Mother's Day Nears**  
Business Wire  
Wednesday, May 5, 1999 10:04 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 848

...online and 98% of those say that they will do so again. AOL's incredible **membership** growth led to a record number of **people** doing their **gift** -giving **online** this **past** holiday season, building on that momentum we believe Mother's Day will deliver banner **online** sales."

The AOL Mother's Day Gift Center enables shoppers to find a gift, have...

12/3,K/28 (Item 28 from file: 610)  
DIALOG(R)File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00035934 19990427117B1366 (USE FORMAT 7 FOR FULLTEXT)  
**The Flower Club Relaunches E-Commerce Site for Mother's Day; Express Ordering Helps Consumers Purchase Beautiful Flower Arrangements, Exotic Flowers and Gift Baskets for Every Occasion**



Business Wire

Tuesday, April 27, 1999 14:03 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 532

...Flower Club delivers high-quality fresh flowers, plants and gift baskets to individual and corporate **customers**, both nationally and internationally. The **Web** site redesign takes The Flower Club into the **future** of the specialty floral and **gift** industry with: -- an attractive, **user** -friendly site that allows **customers** to search

quickly and simply for the perfect flower arrangements -- express ordering by offering consumers...

12/3,K/29 (Item 29 from file: 610)

DIALOG(R)File 610:Business Wire

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00021535 1999085B1131 (USE FORMAT 7 FOR FULLTEXT)

**iVillage Co-founder Robert Levitan Launches E-commerce Site Flooz.com; New Internet Firm Transforms the Traditional Gift Certificate into a Personalized Internet Experience**

Business Wire

Friday, March 26, 1999 10:28 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 446

TEXT:

...of Flooz.com,

"for example, Secretaries Day (April 21) is a classic holiday that most **people** forget until the last minute. Flooz.com will not only remind you of this occasion in the **future** but will guarantee that your **gift** of Flooz arrives in a timely, friendly e-mail this year - and she/he will...

...gift they really want." Levitan is widely credited with developing unique marketing strategies for the **Internet** at iVillage.

12/3,K/30 (Item 1 from file: 613)

DIALOG(R)File 613:PR Newswire

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00483367 20001220DCW028 (USE FORMAT 7 FOR FULLTEXT)

**Birthright Israel Launches Birthrightisrael.Com**

PR Newswire

Wednesday, December 20, 2000 13:08 EST

JOURNAL CODE: PR NEWSWIRE, INTERACTIVE CONNECTION LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 494

TEXT:

birthright israel is proud to launch the most cutting edge **website** for Jewish young adults at [http:// www .birthrightisrael.com](http://www.birthrightisrael.com) . The new **website** encapsulates the incredible

opportunities and experiences available to every birthright israel **gift recipient** including **past** , present and **future** participants.

The new birthrightisrael.com provides the ultimate online experience for birthright israel applicants to...

12/3,K/31 (Item 2 from file: 613)

DIALOG(R)File 613:PR Newswire

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00483036 20001220DEW005 (USE FORMAT 7 FOR FULLTEXT)

**Compuware Provides Holiday Web Site Confidence to Bmg Music Service**

PR Newswire

Wednesday, December 20, 2000 08:45 EST

JOURNAL CODE: PR NEWSWIRE, INTERACTIVE CONNECTION LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 646

...pop, jazz, alternative, classical, Christian and Latin -- from the music industry's leading record labels. **Members** can also visit BMGMusicService.com ( [www .bmgmusicservice.com](http://www.bmgmusicservice.com) ) any time of the day, seven days a week, to purchase music and merchandise, send **gifts** , review their account **histories** , access **customer** service and otherwise contact BMG. According to Media Metrix, BMGMusicService.com consistently ranks among the ...

12/3,K/32 (Item 3 from file: 613)

DIALOG(R)File 613:PR Newswire

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00459771 20001113NYM110 (USE FORMAT 7 FOR FULLTEXT)

**Datasynapse Announces Premium Benefits Package for Broadband Users Who Join the Company's Distributed Computing Network**

PR Newswire

Monday, November 13, 2000 11:00 EST

JOURNAL CODE: PR NEWSWIRE, INTERACTIVE CONNECTION LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 719

TEXT:

...an innovative approach to brokering processing power between home users and corporations is actively recruiting **members** to its 100% broadband **network** . Once part of the DataSynapse **network** , users can exchange their dormant computing power for benefits including **future gifts** of Flooz and chances to win additional prizes.

12/3,K/33 (Item 4 from file: 613)

DIALOG(R)File 613:PR Newswire

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00409682 20000907SFTH046 (USE FORMAT 7 FOR FULLTEXT)  
**World's Largest Gardening Database Plants Roots at Etera**

PR Newswire

Thursday, September 7, 2000 12:00 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 613

...databases launched monthly.

Please visit NeoInformatics at [www.neoinformatics.com](http://www.neoinformatics.com).

About Etera

Etera's unique **online** platform provides the finest independent garden centers in the country with a robust e-commerce...

...helps them

improve their one to one relationships with their customers, bring their local

content **online**, and interact with gardeners in a way that would be prohibitively expensive to create in...

...retail garden centers are using

the Etera Solution to create a seamless connection between the **online** and the

offline gardening experience. Etera leverages the retailer's knowledge for their loyal customer base, allowing for direct **on - line** communication between

the store and their clientele, and increasing revenues through enhanced product availability. **Customers** can now research information, view tutorials,

and shop from a "virtual" inventory of thousands of exceptional garden

**gifts**,

tools and plants that would **previously** have been impossible for the retailer

to carry in-store. Find more information on Etera The **Online** Gateway to Fine Independent Garden Centers at [www.etera.com](http://www.etera.com).

CONTACT: Karli Overmier of Barokas Public Relations, 206-264-8220, or [karli@barokas...](mailto:karli@barokas...)

12/3,K/34 (Item 5 from file: 613)

DIALOG(R)File 613:PR Newswire

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00384143 20000728LAF006 (USE FORMAT 7 FOR FULLTEXT)

**Gift Check Solutions Announces New Gift Card Program for Retailers And Restauranteurs**

PR Newswire

Friday, July 28, 2000 00:00 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 314

...card

values. No change is given with purchase; all remaining account balance remains on the **customer's gift** card for **future** purchases.

**Gift** cards are customized utilizing company logo and theme. Gift card

programs include custom sorted reports...

...a week. For more information on the new gift card program, visit Gift Check Solutions' web site at [www.giftchecksolutions.com/red.html](http://www.giftchecksolutions.com/red.html).

"We provide services that allow our clients control over their gift...

12/3,K/35 (Item 6 from file: 613)

DIALOG(R)File 613:PR Newswire

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00357546 20000620HSTU041 (USE FORMAT 7 FOR FULLTEXT)

**Howtek And Telepix Announce Photo Print Scanner Agreement**

PR Newswire

Tuesday, June 20, 2000 08:12 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 635

...create index prints,  
deliver images to customers on CD-ROM, and post images to the Internet ,  
where

customers can organize and download images, and use the images to create  
a  
variety of digital products and gifts . .

"Howtek has restructured its previous FotoFunnel scanner introduction plans in order to concentrate this summer on meeting and supporting Telepix  
...

12/3,K/36 (Item 7 from file: 613)

DIALOG(R)File 613:PR Newswire

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00346918 20000605NEM031 (USE FORMAT 7 FOR FULLTEXT)

**Send.Com Greatly Enhances Customer Experience with Same Day, Future Delivery And Instant Gift Messaging Services**

PR Newswire

Monday, June 5, 2000 08:59 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 545

TEXT:

Send.com, an online service

offering exceptional gift experiences, today announced several new  
customer

service enhancements including same day delivery, a future ship service,  
and

an instant gift messaging service. These new services further  
demonstrate the

Company's commitment to ensuring a superior customer experience.

Customers

can select and send a gift whenever it's most convenient - including  
options  
for shoppers...

12/3,K/37 (Item 8 from file: 613)

DIALOG(R)File 613:PR Newswire  
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00328299 20000508SFM017 (USE FORMAT 7 FOR FULLTEXT)  
**Vividence Research Finds Gift Sites Forget the 'C' in B2c**

PR Newswire

Monday, May 8, 2000 06:01 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 608

...experience is a cardinal sin when the  
competition is only a click away."

On average, **members** of the Vividence Tester Community estimated they  
would  
purchase between \$100 and \$150 in **gifts online** in the near **future** .  
Vividence's  
technology revealed that RedEnvelope required these potential **customers**  
to  
navigate through a minimum of 17 pages just to compute a subtotal on three  
...

12/3,K/38 (Item 9 from file: 613)

DIALOG(R)File 613:PR Newswire

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00326533 20000504DCTHENS1 (USE FORMAT 7 FOR FULLTEXT)

**Audubon Society And Natural Wonders Form Partnership; Audubon Nature  
Odyssey Sweepstakes Major Component**

PR Newswire

Thursday, May 4, 2000 05:20 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 386

...show card at time of purchase. Offer not valid on telescopes,  
telescope accessories, special orders, **web** site purchases, **previously**  
purchased merchandise or Natural Wonders **gift** certificates. Offer cannot  
be  
combined with any other promotional offer or discount.

Founded in 1905 and with over a million **members** and supporters in 530  
chapters throughout the Americas, the National Audubon Society conserves  
and  
restores...

12/3,K/39 (Item 10 from file: 613)

DIALOG(R)File 613:PR Newswire

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00316344 20000419DAW061 (USE FORMAT 7 FOR FULLTEXT)

**Xeta Bestows Osu-Tulsa's First Endowed Chair**

PR Newswire

Wednesday, April 19, 2000 15:23 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 634

...the chair is  
a milestone for OSU-Tulsa, which was created Jan. 1, 1999.

"This **historic gift** from Xeta Technologies will allow OSU-Tulsa to attract a nationally recognized faculty **member** in information technology," Trennepohl said. "The partnership with Xeta will enhance the academic and research abilities at OSU-Tulsa in the rapidly developing field of **network communications**."

OSU offers several technology-related master's degrees on the Tulsa campus, including telecommunications...

12/3,K/40 (Item 11 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00299979 20000328ATTU006 (USE FORMAT 7 FOR FULLTEXT)  
**Gen X High Tech Leader Donates \$15 Million to Georgia Tech**  
PR Newswire  
Tuesday, March 28, 2000 08:01 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,435

TEXT:  
...today announced that Christopher Klaus, the 26-year old Founder and Chief Technology Officer of **Internet Security Systems (ISS)** (Nasdaq: ISSX), has donated \$15 million for the construction of an advanced...

...of the Atlanta university's campus. The donation is one of the top five largest **gifts** in university **history** and is by far the largest gift from **anyone** from Klaus' generation. It may be the largest donation on record by **anyone** of his generation. If approved by the Board of Regents, the building will be named ...

12/3,K/41 (Item 12 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00277396 20000302CHTH013 (USE FORMAT 7 FOR FULLTEXT)  
**Dot Coms in Derby City; Investors Take Note of Louisville Internet Opportunities -- Wowgift.Com And C-Z.Com Emerge**  
PR Newswire  
Thursday, March 2, 2000 15:37 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 604

...and educate the company's clients. WOWgift clients may elect to build a private gift **recipient** database on the Company's **website**, where they can store

information that is used to facilitate **gift** searches and provide reports for **historical** , accounting and tax purposes.

By leveraging the strengths of the Internet -- convenience, selection and speed...

**12/3,K/42 (Item 13 from file: 613)**  
DIALOG(R)File 613:PR Newswire  
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00265482 20000214LAM109 (USE FORMAT 7 FOR FULLTEXT)  
**Push Launches Gifttracker.Com in Asp Environment**  
PR Newswire  
Monday, February 14, 2000 14:06 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 690

...August 1999, GiftTracker.com is one of many growing businesses whose entire business process is **Internet** -based. Developed by Push, the GiftTracker.com site allows GiftTracker.com **customers** to purchase, track and schedule for **future** use **gift** certificates from over 50 national merchants.  
The site also provides custom back-end reporting and...

**12/3,K/43 (Item 14 from file: 613)**  
DIALOG(R)File 613:PR Newswire  
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00227041 19991206SFM171 (USE FORMAT 7 FOR FULLTEXT)  
**SalesLogix Announces Interact.com; First B2B Sales Community Solution For 42+ Million Salespeople**  
PR Newswire  
Monday, December 6, 1999 16:38 EST  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,784

...ASP  
services.

-- Gifted Solutions -- Offers gift items for sale and provides services to help build **customer** relationships, including event reminders, **gift** recommendations, and **gift** histories .

-- Glyphica -- Users will be able to easily create their own public **web** sites and create private, secure **web** sites for their prospects, **customers** and partners to foster collaborative selling.

-- infoUSA (Nasdaq: IUSA) -- Offers real-time access to its...

12/3,K/44 (Item 15 from file: 613)

DIALOG(R)File 613:PR Newswire  
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00221869 19991124ATW013 (USE FORMAT 7 FOR FULLTEXT)

**e-liza.com Is a Personalized Gift for All Seasons**

PR Newswire

Wednesday, November 24, 1999 20:00 EST

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,058

...special seasons of their lives."

About e-liza.com

e-liza.com is a tasteful **online** community for discovering and buying unique handcrafted gifts and home accessories created by a global **network** of

talented artisans. Providing the next generation in superior **customer** service, e-liza.com offers the best qualities of **past**, present and **future gift**

and accessory retail. e-liza.com offers each **customer** the personalized service and character of a small gallery with the breadth and power of the **Internet**. Visit e-liza.com at [http:// www .e-liza.com](http://www.e-liza.com).

SOURCE e-liza.com

CONTACT: Eliza Taylor, President of e-liza.com...

12/3,K/45 (Item 16 from file: 613)

DIALOG(R)File 613:PR Newswire  
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00203214 19991027NYW034 (USE FORMAT 7 FOR FULLTEXT)

**RedEnvelope Gifts Online Launches on October 27 as Premier Gift-Giving Website**

PR Newswire

Wednesday, October 27, 1999 09:00 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 794

Billings plans to establish RedEnvelope as the definitive resource for unique and stylish gifts **online**. She comments, "We've assembled an incredible array of gifts for **people** to choose from, over twice the number of offerings we had **previously**. Many of these **gifts** have been created exclusively for RedEnvelope by individual artisans as well as some of the...

12/3,K/46 (Item 17 from file: 613)

DIALOG(R)File 613:PR Newswire  
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00170174 19990830HSM021 (USE FORMAT 7 FOR FULLTEXT)

**Neiman Marcus Announces Christmas Book Promotion; Yahoo! Will Broadcast Annual Party Live on the Internet**

PR Newswire



Monday, August 30, 1999 08:59 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 363

TEXT:

...is  
scheduled for Monday, September 13. For the first time, Neiman Marcus (NYSE: NMG) will **webcast** its annual party on the **Internet** beginning at approximately 8:00 a.m. Central Time. The party will be streamed live **online** through a broadcast services agreement with Yahoo! (Nasdaq: YHOO), a leading global **Internet** media company. As part of the promotion, **people** can log on at any time to **www.neimans.broadcast.com** to learn more about the history of Neiman Marcus' famous His and Hers **gifts** and make suggestions for **future gifts**. By submitting an idea and registering within the site, **web** participants will have the opportunity to win a \$4,500 shopping spree from Neiman Marcus...

12/3,K/47 (Item 1 from file: 634)

DIALOG(R)File 634:San Jose Mercury  
(c) 2005 San Jose Mercury News. All rts. reserv.

10839081

**NET NURTURES CORPORATE GIVEAWAYS TREND TOWARD BUYING PROMOTIONAL ITEMS  
ONLINE**

San Jose Mercury News (SJ) - Monday, December 4, 2000  
By: DOUG LEDUC, Knight Ridder  
Edition: Morning Final Section: Special Section Page: 8E  
Word Count: 754

...based company has been making special treats bearing corporate logos.

Companies distribute the chocolates to **customers** to thank them for their business. The logos offer the gift-giver another opportunity to put its name before the **customer**.

For most of the **past** decade, DeBrand's corporate **gift**-giving business has been developed by Tim Beere, co-owner. Beere also has overseen a **Web** site companies can use to order the promotional chocolates at **www.debrand.com**. Its corporate gift-giving business has done well enough that DeBrand is upgrading its **Web** site with features to nurture the business, and has assigned responsibility for the site to...

12/3,K/48 (Item 2 from file: 634)

DIALOG(R)File 634:San Jose Mercury  
(c) 2005 San Jose Mercury News. All rts. reserv.

10347005

**NICHE FOOD SELLERS TURN TO THE WEB TO EXPAND SALES**

San Jose Mercury News (SJ) - Monday, December 13, 1999  
By: PHILIP BRASHER, Associated Press  
Edition: Morning Final Section: Business Monday Page: 14E  
Word Count: 796

...its business is online this year. Next year, that's expected to reach 15

percent.

Customers can check the company's Web site to see what they've ordered as previous gifts -- you can make sure Aunt Sue gets the same \$39.95 Deluxe Pear-Lover's...

12/3,K/49 (Item 1 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0974249 BW1185

**VA AMERICA ONLINE: From Ruby Rings to Red Roses -- AOL Launches Valentine's Day Gift Center**

February 04, 1999

Byline: Business Editors/Hi-Tech Writers

...s Day Godiva products that are available on AOL. And with the record number of people who did their gift -giving online this past holiday season, we're expecting banner online sales for Valentine's Day."

To support its partners' retailing campaigns, AOL will integrate Valentine...

12/3,K/50 (Item 1 from file: 813)  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1405747 LATU067  
**Survey Says... Online Shopping a Hit**

DATE: January 19, 1999 06:02 EST WORD COUNT: 736

...to see a strong commitment by consumers to continue shopping online."

In the 1,128 person survey commissioned by Visa U.S.A., 51 percent of the respondents purchased a portion of their holiday gifts online this past year -- exceeding pre-holiday expectations by 5 percentage points. And for 19 percent of these consumers, this marked their maiden online shopping voyage.

**Online Shopping Experience**

92 percent of respondents found most of their gifts ordered...

12/3,K/51 (Item 2 from file: 813)  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1385809 CGW038  
**Swift Gift 'Wows' Internet Shoppers**

DATE: December 2, 1998 12:39 EST WORD COUNT: 282

WHAT: Many shoppers venturing into cyberspace to do their

Christmas

shopping will find the ultimate gift created by two Chicago area grandmothers and artists, Carol Jacobsohn and Nancy Gensberg. Available [www .swiftgiftcard.com](http://www.swiftgiftcard.com), the Swift

Gift

Global Gift Card(TM) is a universal gift card that...

...logo, the card is available in \$25, \$50, \$75 and \$100 denominations, embossed with the recipients name and is sent with a personalized greeting card.

WHO: The two ladies, Carol and Nancy, who created this unique gift

are artists with no previous business experience or any knowledge of the world of Internet shopping. It took two years to have their idea come to fruition as they overcame

...

12/3,K/52 (Item 3 from file: 813)

DIALOG(R)File 813:PR Newswire

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1341437

NYW071

**CDnow Breaks New Ground for Online Shopping with Personalization Technology**

DATE: September 16, 1998 12:00 EDT WORD COUNT: 634

... Some of the new personalization features available through My CDnow include: Wish List, which allows customers to maintain a list of their favorite music products for future visits, and the Gift Registry, which is similar to traditional gift registries and allows customers to post their gift preferences online. In addition, My CDnow has introduced an innovative personal music consultant through CDnow Recommends and...

12/3,K/53 (Item 4 from file: 813)

DIALOG(R)File 813:PR Newswire

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1325860

LAM013

**By Far Website Delivers Egyptian Decor to Your Doorstep Online Store Turns Cyberspace Into Ancient Egypt**

DATE: August 17, 1998 08:05 EDT WORD COUNT: 578

... The beauty of ancient and present day Egypt is now available via the World Wide Web at By Far Inc. ([http:// www .byfar.com](http://www.byfar.com)), a Web site geared towards the connoisseur of extraordinary Egyptian decorations and gifts. Partners Jennifer Zuniga and Alaa Ramadan created the site to bring Egypt's unique, hand-crafted gifts and decorations, complete with history and pictorials of the products, to customers in an efficient and convenient manner. Zuniga and Ramadan opened their Web store in May, 1998.

Visitors to the By Far's Web site have several options...

12/3,K/54 (Item 5 from file: 813)

DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1279040 LAM068

**Mercantec Takes the Troops One Step Further by Enabling Electronic Commerce  
on Girl Scouts of the U.S.A. Web Site**

DATE: May 18, 1998 08:04 EDT WORD COUNT: 617

, May 18 /PRNewswire/ -- Mercantec, Inc. ([http:// www .mercantec.com](http://www.mercantec.com)), the leading provider of open **electronic** commerce solutions, today announced that Girl Scouts of the U.S.A. (<http://nes.girlscouts...>

... first virtual store, and is using Mercantec SoftCart(TM) to provide an easy and secure **online** shopping experience. The new Girl Scout virtual mall enables Girl Scout families and other visitors...

... purchase a variety of Girl Scout merchandise, including books and camping gear. In the near **future**, additional shops will feature specialty **gifts**, sports equipment, and uniforms for registered Girl Scout **members**.

The Girl Scouts of the U.S.A. Web site has been a big hit...

12/3,K/55 (Item 6 from file: 813)

DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1187622 PHTU010

**Gifts Ideas for Seniors Perplex Families Most; There Are Solutions - Not  
Always on Store Shelves**

DATE: November 18, 1997 07:17 EST WORD COUNT: 686

... Worn as a necklace or on the wrist, the inconspicuous, matchbook-size device signals an **electronic** telephone sender/receiver and brings emergency police assistance with the push of a button. "Not only does PERS bring emergency help," Dengler explained, "the help comes armed with the **user 's medical history**."

"As a **gift**, a Personal Emergency Response System is affordable and provides safety and peace of mind not...

12/3,K/56 (Item 7 from file: 813)

DIALOG(R)File 813:PR Newswire  
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1099580 CLF010

**New York Times Bestsellers Discounted by 40 Percent at Book Stacks  
Unlimited**

DATE: May 16, 1997 09:02 EDT WORD COUNT: 321

...featured book-of-the-day;

-- 15%-40% discounts on titles in its extensive 22-category **Gift Book** section;

-- Bookmarks, credits toward **future online** purchases, equivalent to 5% of a book's purchase price;

-- Frequent Buyer Club, in which for an annual **membership** fee of \$29.95, **members** can receive 30% off the majority of their purchases.

"We're trying to give our...

12/3,K/57 (Item 8 from file: 813)  
DIALOG(R) File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

.0706453 CL035  
**PARENTS SQUARE OFF IN SPELLING BEE**

DATE: May 16, 1994 15:45 EDT WORD COUNT: 534

...winning  
team will appear on ABC's "Good Morning America" on Tuesday, May 31.

Merriam- **Webster** , which has supplied prizes to local Bee winners for many years, has packed some incentives into this competition as well. Each **member** of the winning team will receive \$750 in prizes including cash, a dictionary and a dictionary stand. Second-place finishers receive \$250 in **gifts** including Merriam- **Webster** dictionaries, word **histories** , and guides to international communications. Each **member** of the third-place team receives a collegiate dictionary and a Merriam- **Webster** sweatshirt.

Bee week is the culmination of six months of competition that began with 9...

12/7/10 (Item 10 from file: 610)  
DIALOG(R) File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00266730 20000427118B7050 (THIS IS THE FULLTEXT)  
**BabyStripes.com Site Enters The Worldwide Web as Premier Online Source for Distinctive, High-Quality Baby Gifts**  
Business Wire  
Thursday, April 27, 2000 11:03 EDT  
WORD COUNT: 760

TEXT:  
NEWTON, Mass., Apr 27, 2000 (BUSINESS WIRE) - `Where Baby Gifts Come From(TM) '

BabyStripes.com(TM) has entered the Worldwide Web as a premier online source

for distinctive, premium baby gifts, according to Lawrence A. Siff, co-founder and CEO of the Web site's parent company, BabyStripes, Inc. By marrying the art of fine gift giving with the convenience of the Internet, BabyStripes.com creates a unique opportunity for consumers to purchase high-quality gifts for babies in the birth-to-3 age range. "BabyStripes.com is exclusively devoted to gift giving, which sets us apart from the other online marketers of children's goods," says Siff. "We specialize in meeting the needs of expectant parents, friends and family who want to share in the joyous occasion of a child's birth, a first birthday or other occasion, and who want to do it in a special way."

With the tag line "Where Baby Gifts Come From(TM)," BabyStripes.com fills a need among consumers for unique, thoughtful gifts at a time when they are spending increasingly more on gifts for children in the birth-to-3 age range. Approximately 4 million babies are born annually in the U.S., and some \$10 billion is spent on gifts to welcome them in the first three years of life.

BabyStripes.com's commitment to the premium gift marketplace includes partnerships with well-known manufacturers like Gund(R), Madame Alexander(R), Sweet William(R), and others. The company also is creating its own line of products under the BabyStripes brand.

In addition to convenience for friends and family in distant places, BabyStripes.com offers unparalleled access to a wide variety of merchandise and children's furnishings that cannot be found anywhere else, either online or in traditional stores, from classic keepsakes to apparel, toys, furnishings, and thematic gifts for the nursery, says Siff.

"A key feature of BabyStripes.com is our baby gift registry, which enables expectant parents to share their needs and desires for their new baby, and takes a lot of the guesswork out of gift shopping for friends and family," says Siff. "The BabyStripes.com site is designed for ultimate ease of use, including the ability to send gifts to different **recipients** in a single shopping session." BabyStripes.com also allows users to create a personal account to track

orders, keep a **gift history** and receive email reminders for special occasions.

**Online** guidance in gift selection is built around popular categories like Furnishings, Theme Collections, Classic Gifts, Toys & Books, Clothing & Accessories and Outdoor & Travel. Consumers may shop by thematic category or price point criteria, and a toll-free phone number for personalized customer service is available.

"Everything about BabyStripes.com is designed with the customer in mind," says Siff. "We keep detailed records of customer preferences and previous purchase information so we can make the best suggestions for related gift ideas when a customer returns to the site. For example, if they bought an organic cotton bathrobe, they might like an organic stuffed bunny to go with it."

BabyStripes, Inc., was founded in March 1999 when Siff, formerly CEO of Cherry Tree Products, a manufacturer and marketer of premium infant and toddler wear, found himself personally "in the baby space and on the Internet" following the births of his three children. Siff says he quickly recognized a void in the children's marketplace.

"People really need help when they are looking for that perfect baby gift for a family member, colleague or friend. By combining superior customer service and distinctive gifts and impressive presentation, BabyStripes.com will quickly assume a leadership position in the online children's marketplace," he says.

BabyStripes.com represents the intersection of two dynamic market opportunities -- the growing tendency of couples to have children during their peak earning years, and the explosion of e-commerce. Some 12 million American households have children under age 3, or are expecting babies. Additionally, gifts accounted for more than 40 percent of Web purchases in 1998.

"Our primary target market is consumers in the 25 to 44 age range who are balancing career and lifestyle choices," says Siff. "These are people with well-developed tastes and the income to support them. We also are targeting adults ages 45 to 55, of whom 50 percent are grandparents. Together, these two groups account for 87 percent of all baby product purchases.

"This is a growing market that is increasingly turning to the Internet to find the goods and services that meet their lifestyle needs."

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KEYWORD: MASSACHUSETTS  
INDUSTRY KEYWORD: RETAIL  
INTERNET  
CONSUMER/HOUSEHOLD

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12/7/22 (Item 22 from file: 610)  
DIALOG(R) File 610:Business Wire  
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00115472 19991006279B0211 (THIS IS THE FULLTEXT)  
**Stellcom Inc. and Gifted Solutions Create Innovative Way to Purchase Gifts Online**  
Business Wire  
Wednesday, October 6, 1999 12:18 EDT  
WORD COUNT: 829

TEXT:  
NEW YORK, Oct 6, 1999 (BUSINESS WIRE) - New Online Business Fulfills  
Consumer Need for Timely and Targeted  
Gift Giving for All Occasions Using Leading-Edge Technologies

Gifted Solutions, together with Stellcom Inc., has created an innovative e-commerce technology that solves the nagging problem of remembering, finding and sending -- on time -- the perfect gift to those special people in your life.

Gifted Solutions' unique understanding of the gift market provided the basis for the specialized user requirements, and Stellcom developed the Web application that brings the technology to life. "Stellcom's experience in rapidly developing complex e-commerce applications with Microsoft Site Server was fundamental in our selection process of development partners," according to Annette Marino, chief executive officer Gifted Solutions.

Using the new Gifted Solutions technology, users can create a gift event manager by making a list of gift recipients and entering information for those recipients, such as birthdays and anniversaries. The user can also maintain a list of gift ideas for each recipient. If a user has created such a list, Gifted Solutions reminds the user of the occasion with an e-mail that includes suggested gift ideas based on the information the user has entered. In addition, Gift recipients can use the site to create "wish lists" for the user to reference later when buying gifts. The site maintains lists of the top 25 gifts purchased for specific age and gender groups, offering thousands of gifts from multiple vendors.

As one of Stellcom's more notable projects of the year, they created the Web application that took Gifted Solutions' concept and made it a working reality. Stellcom engineers used Microsoft Site Server Commerce Version 3.0, SQL 7.0, IIS 4.0 and NT 4 to build a custom database-driven, N-tier Windows DNA-based application that runs the engine. The engine supports up to 15,000 simultaneous customers and uses OrderTrust to handle the order processing and credit card



authorization for all 'merchant of record' transactions. By providing total lifecycle order management, OrderTrust gives 'merchants of record' access to up-to-the-minute order status information, offering top-notch customer service and increased customer retention. OrderTrust is one of Stellcom's strategic partners for providing end-to-end e-commerce solutions.

Stellcom designed the site with scalability in mind. Because of this scalability, merchant sites and Internet portals such as Yahoo! and MSN can reach and service the multi-billion dollar gift market. Using a management tool that Gifted Solutions designed and Stellcom created, each portal can customize its version of the site by controlling the colors, fonts, and presentation of the user interface, giving the user the impression that he or she is shopping at the portal's site. The only Gifted Solutions branding is a small logo on the bottom right corner of the page. Behind the scene, the site runs on Gifted Solutions servers, on one platform -- a simplicity that allows Gifted Solutions to add additional portals painlessly and bring enhancements to market quickly.

#### About Gifted Solutions

Gifted Solutions is using the power of the Internet to transform the gift marketplace from passive to proactive. Gifted Solutions licenses its Gift Services Engine, a turnkey technology and partnering solution, to Internet portal and merchant sites to enable them to immediately and effectively tap into the \$100 billion dollar gift-buying market.

The Gift Services Engine provides a comprehensive, fully integrated suite of gift services including personalized catalogs, event reminders, wish lists, **gift registries**, **gift histories**, **future purchase lists** and **gift recommendations**. These services are branded with the licensee's brand and made available through the **Internet** to their visitors and **customers**.

#### About Stellcom

Founded in 1984, Stellcom Inc., which is based in San Diego, is a nationally recognized leader in providing total Internet business solutions. A Microsoft Certified Solution Provider Partner whose clients include Microsoft, Hewlett Packard, and Qualcomm. Stellcom appeared on "Inc. Magazine's" list of America's fastest-growing private companies for two years running, and was recently recognized as part of the VARBusiness 500. Whether a company needs all or only part of a solution to connect its business to the world, Stellcom can fulfill its needs. Offering services ranging from Internet device development (embedded computers) to enterprise system integration to e-commerce development and Web site design, Stellcom provides the engineering talent to get a company -- and its solution -- noticed. Stellcom, which is an employee-owned company consisting of more than 270 software and hardware development professionals, also provides companies with senior-level engineers on a contract basis.

For more information about Stellcom, visit our Web site <http://www.stellcom.com>, e-mail us at [info@stellcom.com](mailto:info@stellcom.com), or call us at 858/554-1400 (voice) and 858/554-1404 (fax).

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INDUSTRY CODE: INTERACTIVE/MULTIMEDIA/INTERNET  
                  COMPUTERS/ELECTRONICS  
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12/7/48        (Item 2 from file: 634)  
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**NICHE FOOD SELLERS TURN TO THE WEB TO EXPAND SALES**

San Jose Mercury News (SJ) - Monday, December 13, 1999  
By: PHILIP BRASHER, Associated Press  
Edition: Morning Final   Section: Business Monday   Page: 14E  
Word Count: 796

**TEXT:**

Scott and Addison Webster quit their jobs in accounting and computers to run the family orchards in Oregon, hoping to make it big in online sales.

Mom-and-pop businesses, including many farmers like the Websters, are using the Internet to hawk thousands of specialty foods directly to the public. From soup to nuts, almost anything that can be eaten can be ordered online this holiday season.

"We're really small still, but I think we're going to grow very quickly," said Scott Webster. He's the 29-year-old president and chief executive officer of Fruit Co., which aims to emulate the success of Harry & David, the giant of mail-order fruit sales.

It's easy to see why people try: The Websters, who offer a gift-wrapped fruit package for \$24.95, say they make a profit of more than \$1 off every pear they sell online, the same pears they sell wholesale for seven cents each. But whether they -- and their fellow Internet entrepreneurs -- can make it online remains to be seen.

The start-up costs are huge -- a sophisticated Internet site costs millions to develop and maintain -- and there are already thousands of companies in the \$14 billion specialty foods business competing for attention.

The food sellers most likely to succeed on the Internet are the operations that already have nationally known names, such as Harry & David or Omaha Steaks, and the distribution systems to handle the demand, said

Evie Black Dykema, an Internet commerce analyst for Forrester Research Inc.

#### Helping hands

What many sellers do is something akin to setting up a table in a farmers' market:

(box) Amazon.com this fall started zShops, a section on its Internet site where anyone can offer a product for sale. Amazon handles the orders, charges the sellers \$9.99 and takes a cut from the price of each item. As of Friday, there were more than 8,000 listings in various food and beverage categories. Among the more popular foods: Turduckens, a Cajun-spiced turkey that's stuffed with a boneless chicken and duck and sells for \$65 each, plus \$34 shipping and handling.

(box) A variety of Internet "malls," such as Yahoo Shopping and AltaVista's Shopping.com, offer space for specialty food sellers, as do a number of stores and catalog sellers, such as Hickory Farms, and the industry's trade group, the National Association for the Specialty Food Trade, which has its own Web site to promote products from its 2,200 members.

One of them is SnackMasters, a family-owned company in Ceres, near Modesto, that makes gourmet jerky from beef, turkey and fish. It got on the Internet several years ago at a cost of \$500. Most of the orders are small, but last week the company got a \$100,000 order from a supermarket chain's buyer who had seen the Web site.

"A hundred thousand dollars worth of jerky is pretty significant to us," said Jan Rekoutis, whose father started SnackMasters 15 years ago. "I'm definitely a believer in the Internet. I put us on, and it's paid off."

#### The giant goes online

Harry & David, which is named for the sons of the company's founder, relied for decades on catalogs and repeat business to build its sales, and it still mails 80 million catalogs a year. But the Medford, Ore., company turned to the Internet three years ago in a bid to reach younger customers. Eight percent of its business is online this year. Next year, that's expected to reach 15 percent.

**Customers** can check the company's **Web** site to see what they've ordered as **previous gifts** -- you can make sure Aunt Sue gets the same \$39.95 Deluxe Pear-Lover's Special she got last year -- and they can sign up to be reminded by e-mail of upcoming birthdays and anniversaries.

"Those of us who have been in the direct sales business -- we've been in it for 65 years -- have the leg up now," said Kathy Futineer, a senior vice president who says it will be tough for upstarts to match her company's distribution system. Among other things, Harry & David has a machine for testing its packages that simulates the jostling they would get in a delivery truck.

The Webster brothers spent \$100,000 on their Web site and have about 20 employees, including the workers who gift-wrap packages and handle phone calls.

At 15 to 20 orders a day, the company is a long way from recouping its investment, but Scott Webster said it plans to step up advertising next year. Its marketing this year has been limited to ads in a couple of

magazines, including the New Yorker, and a promotion in an upscale Portland department store.

"We're having the times of our lives," he said. "It has so much potential."

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